

PRINTERS' INK

Registered U. S. Patent Office

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NEW YORK, JUNE 11, 1925

10c a copy



B. A. I. S. 1901 with
N. W. Ayer & Son

HOME!

"A HOME of one's own"—how that idea has possessed and pursued man down the centuries.

Having acquired a home, be it cave or castle, he has proceeded to make it an outward and visible sign of his inward and spiritual taste. From tepee to turret, through brownstone Victorian atrocities to the simpler and more beautiful conceptions of today, he has followed the best art of his times.

With the simplified taste in architecture, hospitable entrances, gracious doors, the genius of attractive windows, has come the beautification of those little things that bespeak the charm of the home harmonious—locks and hardware that fit in with mahogany and silver, damask and silk things.

At the front of this modernizing effort stands the house of Sargent & Company, Hardware Manufacturers, New Haven, Conn.

The story of Sargent Locks and Hardware has been a continuous one, widely read, running in the magazines since 1901. Advertising Headquarters has written and illustrated it for twenty-four years.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



Your Sales Problem is National —That of Your Dealer is Local

YOU go a long way toward the solution of both those problems when your sales message is carried by the

STANDARD FARM PAPER UNIT

A National Medium with Local Prestige

IT fits into your national selling problem by giving you a larger national circulation than any other farm paper or farm paper group—two million rural homes that want (and can afford) everything that city dwellers buy.

It fits into your dealer's local selling problem by giving him the prestige of his leading state farm paper, edited for the farm folk who buy his merchandise. That is the kind of advertising that your salesman can really merchandise to your dealer organization.

In addition to that we are able to give you

- The most influential editorial alliance
- A comprehensive merchandising service
- An unequaled dealer and jobber influence
- A liberal saving made possible by

ONE ORDER—ONE PLATE—ONE BILL

We shall be glad to give you details of circulation, rates and merchandising service.

Standard Farm Papers, Inc.
Wallace C. Richardson, Gen. Mgr.
307 N. Michigan Ave., Chicago

San Francisco, 547 Howard Street

Wallace C. Richardson, Inc.
250 Park Avenue
New York

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXXI

NEW YORK, JUNE 11, 1925

No. 11

Exporting's Tremendous Trifles

Exporters Should Pay Attention to Tremendous Trifles and Tremendous Attention to All Trifles

By Walter F. Wyman

General Sales Manager, The Carter's Ink Company

PUTTING aside for the moment the most important figure in world-trade—the ultimate consumer—let us place ourselves squarely in the position of the importer who considers purchasing from an American manufacturer. Then let us go a step further and consider the case of the importer abroad who has made his first purchases from an American manufacturer.

From this new viewpoint we can see, at once, that the most important factor in our possession is the desirability of the American company as a source of supply.

With the slightest of additional analysis, we must arrive at the conclusion that the one characteristic which is absolutely essential, and without which no source of supply can be desirable, is dependability.

Now let us shift our role to that of the American manufacturer seeking sales overseas. We now know that we must present ourselves as a desirable source of supply and convince prospective and actual purchasers of our dependability. There are two ways of convincing a prospective purchaser of our desirability as a source of supply. The first is to have proved ourselves already a desirable source of supply to others in whose judgment our prospect has confidence.

On this score we are hopelessly outclassed, not only by European manufacturers who may have

served importers abroad for centuries, but also by other American manufacturers.

But there is a second method of proof—performance.

Consequently, as a new-comer in international commerce, the American manufacturer seeking profits overseas should endeavor by perfect performance to demonstrate his desirability as a source of supply. By performance, he can quickly demonstrate dependability. Most of all, by attention to tremendous trifles and by tremendous attention to all trifles, he can create an atmosphere of desirability and of dependability.

To quote the usual and classical bromide, the American manufacturer who seeks sales in Brazil—a Portuguese-speaking country—proclaims himself a novice if he invites the Brazilian to buy American goods through the medium of a letter written in Spanish. But it is equally true that he brands himself not merely as a novice, but as a slipshod novice, if he writes in Spanish to Haiti.

One of the valuable assets which a novice can secure for the asking is a listing of the countries of the world showing the correct commercial language to be used in each country, in the absence of evidence to the contrary.

The American manufacturer should recognize the viewpoint of the importer abroad. Merely because the Kalamazoo Office Outfit Manufacturing Company justly

holds a reputation for business integrity for many miles from its factory, is no reason why Sres. Cortez y Lopez of Valparaiso, Chile, should know of its local reputation. Therefore, though it seems a trifle, it is truly of tremendous importance that the Kalamazoo Office Outfit Manufacturing Company should prove its desirability as a source of supply from the angle of financial strength and sound domestic standing. The simplest way is, perhaps, the best—the adroit use of a financial statement, coupled with other enclosures, proving the company's standing in its home industry.

The American company which seeks sales overseas may be entirely sincere in its quest, and still use its regular domestic letterhead. But the American manufacturer who solicits orders on a special export letterhead, printed in the language of the country in which business is sought, goes a step further and supplies a proof of his desire for export sales and evidence of familiarity with the niceties of international trade.

The company which follows domestic practice in correspondence may be the maker of a worthy product and careful in all other details, but if it omits sending a "follow copy" of its letters to its foreign correspondents it shows either ignorance or defiance of a practice which has long been considered wise in international trade.

As a further refinement, if this "follow copy" is merely a carbon of the original letter, and on a plain sheet of paper, the proof of desirability as a source of supply is not as great as though the carbon appear on a special "follow sheet" which shows the steamer on which the original letter was sent and on which the "follow copy" is carried.

For the importer abroad, quite logically, will assume that the manufacturer who pays particular attention to the details of his export correspondence will not be found wanting in the details of a shipment of the merchandise he orders.

It has not yet been made an

international crime to use time-saving American methods in connection with export correspondence. But in reality it is unwise, though not illegal, to omit the amenities which the recipient abroad expects from those who write to him. "Cortez y Lopez, Valparaiso, Chile," may reach the addressee as rapidly as though the complimentary "Sres." had been used, and as though the name of the country had been spelled "Chile" instead of "Chili." It is even conceivable that if the American manufacturer had included the street address or the postoffice box, it would have been subconsciously noted as a further evidence of thoughtfulness and carefulness.

PROPER INVOICE FORMS

By placing ourselves in the position of the importer abroad we can, perhaps, see that we would have greater confidence in the American manufacturer who, in invoicing us, used an invoice form which was obviously adapted for our convenience and who had a definite knowledge of what we required for our convenience. For the difference between a good export invoice form and the domestic invoice form is not merely a matter of the language in which the form is printed. It is not merely a matter of omitting "2% 10 days, net 60 days," which many American manufacturers should blush to remember they still permit to go out to a customer abroad.

It is a matter of a form which conveniently shows all of the details of weights in English and metric systems, or both; of cubic measurements; of cost markings and of a dozen-and-one technical details, all of which are necessary or desirable—usually necessary.

Where we sell on open account overseas it is entirely in order for us to send a statement to arrive in the month in which an invoice or invoices mature. It is a trifle, perhaps, to point out that such a statement should be printed in the language of the country of destination. But if we, in showing our

A "NATIONAL" ADVERTISING AGENCY



LOCAL contact with clients' branch houses and distributors—an intimate understanding of sectional markets and sectional media—these are important advantages of a *national* advertising agency's services.

Offices in eight great marketing centers across the continent equip The McCann Company to render a perfectly correlated inter-office service on a truly national scale.

THE H. K. McCANN COMPANY
Advertising

good intentions, send a statement printed in Portuguese to Brazil, and to a customer sold on documentary time draft terms, we have shown good intentions but ignorance of best practice.

For where we sell a customer who accepts our draft and promises to pay at the time specified, there is no occasion to send a monthly statement, since it is the bank that owes us the money up to the time the draft matures, and it is the duty of the bank and of the customer to recognize, without further reminder from us, the date the money is payable.

Even veteran exporters have made this mistake, and continue to make the mistake, because their customers were too polite to bring to their attention the business equivalent of a social error. Yet we know that our enjoyment of a guest in our homes, who possesses many desirable traits, is marred by his ignorance of the standards of social intercourse.

With deliberate intent, we left the matter of the outward appearance of the envelope sent to a prospective customer abroad as a closed incident. But as one of the tremendous trifles in exporting, we wish to point with pride to a truly American conception which must be credited to John W. Brooks, of Pass and Seymour, Inc., Syracuse, N. Y. Not content with applying every previously-known nicety to his export correspondence, Mr. Brooks solicited a number of the larger importers abroad who might be interested in his products. Immediately upon receiving reply, he had electrotypes made of the company's name and address as it appeared on their letterhead, and if any trade-mark also appeared, a second electrotypewas made. He then used these electrotypes in printing envelopes addressed to these prospective customers.

It is easy to imagine the pleased surprise of the recipients and the thorough attention they paid to the contents of any envelope which, at a glance, showed a consideration beyond any they had ever experienced previously.

Long before holiday greeting

cards were sent out by business houses in this country to other business friends in this country, the practice of sending New Year's greetings was accounted good form overseas. Some American pioneers in exporting quickly realized the greater importance laid on this form of courtesy overseas than at home.

USE OF GREETING CARDS

The first thought of the American manufacturer in this direction, when his attention is directed to it, is to send some of his domestic holiday greeting cards to his export customers. This at least shows good thought and kind intentions. The next step is to send the holiday greetings in the language of the country of the recipient. The third is to recognize distinctions and to make the greetings New Year's greetings rather than Christmas and New Year's greetings—a point on which there may be controversy, however, in connection with certain countries.

Still another step is to recognize the love of the citizens of many countries for a more ornate card than might be demanded in this country. One more step would be to determine the exact nature of design and color which would be most effective overseas.

But the crowning proof of thought lies beyond all these desirable steps. It is the thoughtfulness which places the New Year's greetings in the hands of the importer overseas on New Year's Day or as near New Year's as careful planning makes possible.

Our best exporters work hand and glove with our post office authorities in connection with the mailing of their New Year's cards. It is not at all out of the ordinary for a good exporter to make a separate listing of all foreign customers, and to place a definite mailing date and steamer against the name of each city and town overseas to which he exports. Others go still further and include prospective customers in this same careful scheduling.

While many thousands of words would be inadequate to cover all

No investigation of Needlecraft Magazine's circulation yet made failed to reveal a buying-power of unmistakable potency in each community visited or checked.

One merchant in a small town out in Iowa reported: "Every woman on Needlecraft's list of subscribers in our town is welcome to open a charge account at my store."

On request from any responsible national advertiser, or agency, we will submit for examination and investigation Needlecraft's list in any town, in any state.

Robert B. Johnston
Advertising Manager
New York

JAMES A. ROBERTSON
Western Manager
Chicago

ELIOTT D. ODELL
Eastern Manager
New York

DORR & CORBETT
New England Representatives
Boston



Member A. B. C.

of the tremendous trifles in connection with export correspondence, it is well to outline tremendous trifles in other divisions of export merchandising. Henry H. Morse, sales and export manager, the Florence Stove Company, whose experience extends through two decades as sales and export manager of the Regal Shoe Company and under Secretary Hoover in charge of both foreign and domestic divisions, pointed out that wherever an article required directions for use in connection with the domestic market, similar or more elaborate directions should be supplied in the proper language for the export market.

He also pointed out that while it was a common and sound practice to include in all export shipments of such articles directions printed in many languages, there was a greater convenience and a greater compliment in directions which were only in the language of the country in which goods were shipped.

While it must be admitted that in the interests of economy in stock-carrying this is not always wise, it is more within the bounds of both economy and good judgment to apply the principle rigidly in many instances.

One office device which has sprung into general use in the United States within the last five years handles its exports admirably in this respect. It arranges its production so that when a run is made of a model, the export department, based on orders in hand and estimated sales, specifies the exact quantity it wishes with instructions in each language. This, from a factory standpoint, makes for a minimum of extra labor, and, from the shipping-floor standpoint, requires the minimum of additional space.

This company capitalizes its method by enclosing with each device an unusually elaborate booklet of instructions, printed in two colors with natural color illustrations. As the many uses of the device are now well known in this country, but little known abroad, it is now able to save on its domestic enclosures the addi-

tional cost of the more elaborate export instructions booklet.

As a second illustration of thoughtfulness in this connection, an American concern whose goods have been the standard in this line for over a century in this country, accepts the viewpoint of its customers overseas. While its domestic trade knows that the corkscrews which are supplied with its five-cent retail article are packed in one container in the second layer of each box containing six dozen, it does not assume that its customers overseas have X-ray eyes or previous knowledge. Consequently, it stencils on its cases designed for export the location of the corkscrews, and thus avoids complaints.

One of the safest and at the same time most valuable trifles connected with exporting, lies in going back to domestic sales beginnings when considering export sales beginnings. The American manufacturer whose practice we have just quoted, no longer needs to inform his trade of the location of the corkscrews in his six-dozen package. But in his domestic beginnings he found it necessary to enclose in each box a notice which would catch the eye as the box was opened.

Similarly, a manufacturer of adding machines in the United States today might, in his first letter to a prospect, point out the advantages of his machine over a competitive machine. Yet, in his foreign selling, it might be entirely a wiser course to sell the prospective customer the worth of a machine which would supplant brain-addition.

A noticeable proof of this came to light a few years ago when it was found that a small manufacturer in Indiana dominated the trade outside the United States, although he was but an inconspicuous factor in our domestic trade. The real reason for his success overseas was that he did not take for granted any knowledge of his product on the part of the dealer or the consumer overseas. He started in at the beginning of the alphabet and worked, step by

(Continued on page 168)

Brooklyn people
make vast purchases.
Brooklyn newspa-
pers reach Brooklyn
people because they
print the news of
Brooklyn.

The Standard Union
always solicits
advertising for all
Brooklyn news-
papers.

A. G. R. Hunsicker
President

LARGEST BROOKLYN CIRCULATION OF ANY BROOKLYN NEWSPAPER

Price-fixing Combinations Are Still Illegal

Attorney General Sargent Sees No Possibility of Changed Attitude of Government toward Prosecution of Cases Having to Do with Restraint of Trade.

*Washington Bureau
of PRINTERS' INK*

GRAVE danger awaits those business concerns which accept literally and are guided by many of the published reports regarding the decisions of the United States Supreme Court in the cases of the Maple Flooring and Cement Associations. Although these decisions, briefly summarized in PRINTERS' INK last week, clearly define the legitimate activities of trade associations, they have been widely misinterpreted. Correspondents and other writers, apparently without having read the decisions, and hearing that the Government lost the cases, have jumped to the conclusion that the Supreme Court approved the illegal practices of which the associations were accused by the Government. But any conclusion of the kind differs widely from the facts.

One of the most extensively read editorial writers, whose work is published and featured by scores of city papers throughout the country, wrote in his daily editorial that the decisions mean that the heads of great industries can now agree on prices to be paid by the public, and that it will save much trouble to cement makers, steel men and others. However, according to several of the most interested Government officials, if "cement makers, steel men and others" act upon this interpretation of the decision they will find themselves in all kinds of trouble.

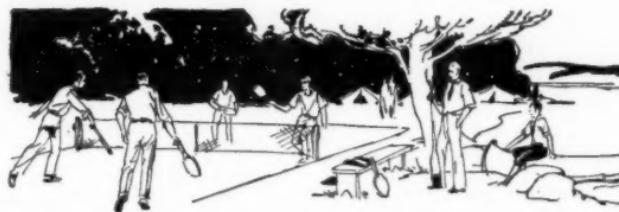
When Attorney General Sargent was asked by a PRINTERS' INK representative what effect the decisions would have on Department of Justice prosecutions, he declared that they would have no effect whatever on real cases, and that there is nothing in them that can possibly legalize any phase of

collusion or combination for the purpose of price-fixing, curtailment of production or other restraint of trade. He also said that the decisions would not detract in the slightest degree from the force of the Sherman Act, explaining that the Supreme Court ruled that the collection and dissemination of certain facts and statistical information are legal acts on the part of trade associations, provided the collection and dissemination are for a legal purpose, and that they most certainly are not considered legal acts when they are used as a part of any scheme in restraint of trade.

Commissioner Humphrey, who gave the deciding influence in the reformation of the Federal Trade Commission, made a similar statement. He said that very few of the cases before his organization were on the border-line, and that the decisions would not in any way affect the commission's prosecution of cases of restraint of trade. He also repeated a statement made in his address before the recent annual meeting of the U. S. Chamber of Commerce to the effect that the Federal Trade Commission, under its new policy, would prosecute all cases of restraint of trade in which illegal practices were well defined with promptness and vigor.

PRICE FIXING NOT AIDED

It is interesting to note that the Supreme Court's decisions define the legal practices of trade associations for legitimate purposes. And several officials of the Government's regulatory organizations have expressed the conviction that the decisions, because of their definiteness, will make price fixing and all other restraints of trade more dangerous than ever before,



Immediate *national* publicity before the summer play-market



YOUTH is rushing out-of-doors for the Summer. July and August spell vacation, play and fun.

THE YOUTH'S COMPANION (every Thursday) will broadcast your wares *now*, while the urge is on, to a vast army of youngsters who will play golf, tennis, swim, motor, camp, hike, fish, travel, hunt or frolic.

You know what they need — so do they. Get together in **THE YOUTH'S COMPANION**. Only weekly in the Youth's field.

Short closing-date — immediate national market for your goods.

More facts by wire or telephone

THE YOUTH'S COMPANION
8 Arlington Street Boston, Mass.

because they will simplify and facilitate prosecutions.

It is well known that Secretary of Commerce Hoover always has been unalterably opposed to every possible variation of methods used to restrain trade. He has frequently expressed the necessity of just such a definition of legal practices as the Supreme Court has now furnished; but he has refused to comment on the decisions, explaining that he has said all that he has to say on the subject, and referring all inquirers to the records and published correspondence.

In his last annual report, Mr. Hoover declared that it was imperative that some definition be made by which an assurance of legality in the proper conduct of trade associations could be had, and by which illegality or improper conduct could be more vigorously attacked. And, as one of the most important essentials, he mentioned:

"Collection and distribution of statistics as to actual production, capacity production, stocks on hand, shipments, orders on hand, cancellations, number of employees, and such other data as will enable the industry and its consumers intelligently to judge future demands and supply."

In the main, the Court's decisions, delivered by Justice Stone, supply this demand. Probably some confusion exists because of the dissenting opinion of Chief Justice Taft and Justices Sanford and McReynolds; but it should be remembered that, from a legal standpoint, the dissenting opinion has no weight whatever.

It has been contended that the present decisions are opposed to the Supreme Court's decision in the American Column and Lumber Company and the Linseed Oil cases; but the Court clearly pointed out that, in the former cases, it was shown that the defendants were engaged in gathering and disseminating among their members daily reports of all sales actually made; the name and address of the purchaser; the kind, grade and quality of the

commodity; a daily shipping report giving details of all shipments made, and other activities which led to the conclusion that the information, according to the evidence, was being used as a part of a method that resulted in restraint of trade.

It is the consensus of opinion of economists, the decisions state, and of many of the most important agencies of the Government, that the public interest is served by the gathering and dissemination, in the widest possible manner, of information with respect to the production and distribution, cost and prices in actual sales, of market commodities, because the making available of such information tends to stabilize trade and industry, to produce fairer price levels, and to avoid the waste which inevitably attends the unintelligent conduct of economic enterprise.

Free competition means a free and open market among both buyers and sellers for the sale and distribution of commodities. Competition does not become less free merely because the conduct of commercial operations becomes more intelligent through the free dissemination of knowledge of all the essential factors entering into the commercial transaction.

New Radio Sets to Be Advertised

The Federal Telegraph Company of California, of which Rudolph Spreckels is chairman of the board of directors, is undertaking the manufacture of radio receiving sets. These sets will be marketed under the direction of David Spector who will have his headquarters at New York.

Business papers, newspapers and color magazine advertising will be used in a campaign which is planned. The new publishing office of Lord & Thomas will direct the advertising.

A. J. Kobler, President, "The American Weekly"

A. J. Kobler, who has been manager of *The American Weekly*, New York, for the last eight years, has been made president.

P. A. Revelt with MacManus

P. A. Revelt has joined MacManus, Incorporated, Detroit advertising agency. He was formerly with Willys-Overland Co.

BUSINESS IS GOOD FOR THE BUFFALO TIMES

A GAIN of 203,840 lines of paid display was registered by the BUFFALO EVENING TIMES (Sunday TIMES not included) for the first five months of 1925 over last year.

This gain more than offset the heavy loss of 169,890 lines, sustained by the other large six-day Buffalo evening newspaper for the same period, and kept the "Increase" flag flying over the EVENING field in Buffalo.

Evening **THE BUFFALO TIMES** *Sunday*
NORMAN E. MACK, *Editor and Publisher*

VERREE & CONKLIN, *Special Representatives*

New York Chicago Detroit San Francisco Kansas City

"More than a Million for

THE average net paid circulation of the Chicago Sunday Herald and Examiner for the six months ending March 31st, was

1,120,294

This is the highest record ever attained by any American newspaper. It is the peak of a record that has been maintained at "more than a million for more than a year."

The vast army of readers who have contributed to this achievement are a prosperous class, a discriminating class for they pay more for the Chicago Sunday Herald and Examiner than they would have to pay for another newspaper.

Chicago Herald

NEW YORK: 1819 Broadway

for More than a Year"

National advertisers have the benefit of this Niagara of sales power at the lowest milline rate of any Chicago newspaper, daily or Sunday—in fact of any newspaper rate of standard record.

The advertising message of any manufacturer of a meritorious product, printed more than a million times in a single issue, placed in over a million homes, and read by more than three million people, will naturally be translated into sales.

66

Circulation Is Power

"BUY IT BY THE MILLION!"

and Examiner

SAN FRANCISCO: Monadnock Bldg.

What Do You Sell in Chicago?

If your product is included in one of the major advertising classifications, the leading and most effective medium for advertising it in Chicago is likely to be The Chicago Daily News.

For example, if you sell

BOOKS

you should know that The Daily News publishes more book advertising than any other Chicago daily paper. Of the total book advertising published in Chicago in the first four months of 1925 in the six daily papers The Daily News published 47,300 agate lines —17,829 lines more than were carried by its nearest competitor in the daily newspaper field.

The reason for this leadership is the superior advertising effectiveness of The Daily News, which reaches the great majority of financially competent buyers of Chicago and its suburbs.

THE CHICAGO DAILY NEWS

First in Chicago

A Jobber's Suggestions to National Advertisers

What One Wholesaler Learned by Investigating the Advertising of Both Manufacturers and Retailers

By John M. Townley

Vice-President, Townley Metal and Hardware Company

A FEW months ago, a manufacturer of one of the lines of hardware that we handle brought out a new product. We heard nothing about this new product until we saw a full-page advertisement in a business paper going to retailers.

A certain important dealer in our territory asked one of our salesmen about the new item. The salesman was almost willing to swear that there was "no such animal" until the dealer pulled out the trade magazine and showed him the advertisement. We got a wire from the salesman, the tone of which implied that we had been holding back something that we should have told him.

We wrote the factory and received this reply by wire:

"Your letter has hit home. The mistake is on the advertising department which released the copy too soon."

Recently, another manufacturer planned a special drive to get retail dealers to make window displays on his product during March, April and May. Full-page advertisements were run in trade periodicals in March and early in April. Yet, the broadsides which were supposed to be used by our salesmen—and the salesmen of other wholesalers selling the line—did not reach us until the middle of April, six weeks after the contest was supposed to start.

These are just two examples chosen from many that I might cite. Of course, my viewpoint necessarily is that of the hardware distributor and it may be that conditions are different in other industries. However, I think it is safe to say that there is a great similarity in the dis-

tribution and advertising problems of all industries.

Wholesalers in almost every line have come in for a great deal of adverse criticism from manufacturers who maintain that the wholesaler does not believe in advertising, that he actively works against advertising, and that he is responsible for the lukewarm attitude on the part of some dealers toward advertising.

Perhaps some of this criticism is merited. However, I know from my own experience that the live wholesaler not only is not opposed to advertising but fully realizes its value as a business force. In our own case, I think that we have proved our interest in advertising by two questionnaires that we have sent out recently. But before explaining these questionnaires and telling what we are trying to do with the answers we receive, let me tell my conception of merchandising as I see it from my place in the centre of the distribution scheme.

It seems to me that merchandising is very similar to a golf game. The golf ball represents the merchandise. The various kinds of strokes made represent the various kinds of forces which are behind that merchandise or golf ball to get it into the cup at the least possible expense of strokes. The tee is pre-eminently the manufacturer's field of action. The fairway is the wholesale distributor's playground. The putting green belongs to the retail trade. When the ball is finally in the cup it represents the actual use of the merchandise by the consumer.

The manufacturer steps up to the tee and addresses the ball in his particular and peculiar fashion

and proceeds to get away a pretty shot down the fairway. That is what he aims to do and what he probably will do in most cases, provided he doesn't overswing, keeps his eye on the ball, doesn't pay too much attention to what others standing around are saying and keeps all parts of his organization working together in proper time and harmony. Otherwise, he is very liable to make a bad slice or hook that will put him out in the rough or land the ball in a bunker. It sometimes happens that all parts of the manufacturer's body do not work together. Then we get a bobble.

Frequently, enough time and consideration is not given the advertising department in its plans to get the whole proposition before the sales managers of the distributors early enough for them to get the information over to their own individual sales forces. The advertising manager must not forget the fact that this takes several weeks' time even in a closely-worked field like the hardware business; as our salesman covers his territory only every two or three weeks. Proper timing is essential for pulling off a good drive.

The ball now lies in the fairway, in the field of operation of the distributor. The approach shot to the green must be made. The appropriate club for this shot must be selected by somebody who knows his business thoroughly. Whether it is a brassie or a spoon, mid-iron or mashie, you cannot get around the fact that this is an important shot that must be made by somebody to advance the ball on its way to the retailer's field or putting green. The more expert the player, the lower the cost is going to be in the final score and therefore the proper selection of this particular distribution force is all important.

The ball is now very close to or on the green and here is where short, accurate, close handwork on the part of an expert trained to handle this particular feature of distribution comes into play. This is the retailer's field of operation and what we need above

everything in this question of distribution is men on the putting green who are expert in that department of the game. In other words, we want men all through this game of merchandise who are interested in the game and who play it because of their interest in it. You know how hard it is for anyone to talk or think about anything in which he is not interested.

How are we going to get these retail people more keenly interested in this game? It seems to me, the answer is to get them playing the advertising game themselves. Just as soon as they begin to advertise their business they are going to begin to be interested in the various kinds and types of advertising which it seems practical to them to use.

We have been trying to find out just what the retailers to whom we sell were doing in the way of advertising. We have been trying to show them that it is absolutely necessary that every business, to grow and progress, must, through some means or other, make known to the territory that it is attempting to serve the main facts of the service that it can render. Small town retailers simply cannot expect to compete with the progressive city stores by sitting back, taking it easy and waiting for the trade to come to them. They will succeed in proportion to the active interest they take in pushing their own business. That we might intelligently help them, we prepared a questionnaire covering what, to our mind, were the main ways of advertising open to the ordinary retail hardware dealer.

DETAILS OF QUESTIONNAIRE

This questionnaire starts in with the dealer's window advertising. It asks him how many windows he has, what size they are, how often he changes the display, asks for the name of the party in charge of the window and whether or not he is interested in receiving merchandise for which the factory will furnish attractive advertising.

It is our intention to assist

these window dressers by calling their attention to seasonable items, suggesting window displays or items to put in their windows, at the same time pointing out the advertising campaign that is being made on those items at the time, in the hope that we may interest them in making a tie-in with the national advertising when this advertising is actually running. That, of course, presupposes, on our part, a knowledge of what the manufacturer is doing in the way of advertising. I will touch upon that point later.

To permit making a quick and easy tie-up with any piece of advertising matter that comes into the retailers' hands, we are furnishing them with a set of three of what we call "See It First" window display cards. The "See It First" slogan is our suggestion to the retail hardware dealer for a thought that he could very well put over to his customers; the thought that in buying hardware for safety they should see the merchandise first. We will furnish him either single-column or double-column electros which he can use in connection with his advertising.

The next question is as to his store arrangement. This gives an opportunity to point out the new method of table display of merchandise, counter display of merchandise as used in five-and-ten-cent stores, panel display, etc. We want to emphasize the fact that the dealer must make his store attractive and must get a proper display if he is to invite increased sales, particularly if he is going to invite women's trade.

The third question takes up the matter of advertising through the circulars mailed with statements or sending circulars to a regular mailing list. Here we have the opportunity of bringing up to the retail dealer the possibility of using the simplified addressing plan which it seems a great many of them know nothing about.

We now come to newspaper advertising. Here we ask the dealer how many inches he uses

regularly, the name of the newspaper, and other questions of that kind.

We then touch upon the possibilities of outdoor advertising, road sign advertising and finally come to house-organs. We find that a great many retailers who do not have any town paper are getting out some kind of a house-organ that they can mail regularly to their trade. Some of these are mimeographed sheets, some are printed papers of from four to eight pages. It is our hope and desire to help these retailers wherever possible by giving them advertising cuts of appropriate size either for use in a house organ or in their newspaper advertising.

We ask finally if they are interested in receiving from manufacturers advertising helps of the following kinds: Enclosure slips for envelopes, electros or stereotype mats for newspaper advertising, counter display cards, window displays or motion picture slides.

GOOD RESPONSE

I have really been highly pleased and surprised at the splendid response given to the questionnaires that we have sent out. The retailers show a keen interest. They answer in letters two and three pages long. They send samples of the work that they are doing. They undoubtedly feel the need of help in this advertising direction, and, therefore, we are going to try to make the members of our sales force, who are missionaries or teachers to these retailers, as efficient as we can along this line. To that end, we must put definite information into their hands so that they can give definite, accurate knowledge and have it in such a shape as to enable them to put their hand on the information at the time they want it. They can't be expected to remember all of the plans that national advertisers have in mind.

It is our desire, therefore, on behalf of the manufacturers whose lines we represent to find out what they are doing in the

way of advertising, to put this in an intelligent, indexed way in our catalogue and to have, thus, an advertising reference guide for the use of our salesmen. We further propose to pass this information on to our retail trade through the medium of a small house-organ published occasionally as we have the necessary information to give out. This little magazine will be called "Suggestions."

Consequently, we have asked the manufacturers to fill in a questionnaire covering their advertising program and I am very glad to say that the manufacturers to whom we have sent such questionnaires have responded 100 per cent. They seem to realize that this is not information which it is necessary for them to keep under their hats, that if they are going to get the proper timing of this golf stroke that I have been talking about they've got to make it necessary for every fellow who is playing a part in the game to know what's going on.

This manufacturer's questionnaire asks them, first, what they are doing in national periodical advertising and how many times these mediums are used per year. We then ask them about farm papers, about newspaper advertising, trade-paper advertising, whether or not they do anything in the way of writing circular letters and then we ask them what helps they will furnish dealers, covering such items as newspaper electros, stereotype mats, window trims, counter display cards, envelope enclosures, picture show slides, etc. We further ask them if there is any other kind of advertising help that they will furnish, even though it is some help for which a reasonable charge is made.

Such information gives us a fairly complete idea as to what any given manufacturer is doing in a certain year, and we hope to be able to pass this information on to the retail dealer by letter, by our magazine, "Suggestions," and by our salesmen. We hope, in this way, to render a

real service not only to the manufacturer on one hand, but to the retail dealer on the other.

Our problem of raising the efficiency of the retail dealer, of increasing his interest in all advertising by getting him interested in doing more advertising of his own business is still awaiting a solution.

The forces at work on this problem are certainly and surely making headway. The appearance of retail stores throughout the country has been very greatly improved in the last ten years. More retailers are taking an interest in advertising problems today than have in the past but the percentage is not yet as high as it should be.

There are numerous forces directly at work on this problem. The retailers' business papers are doing a great deal. Yearly conventions of dealers are a big help, especially those conventions at which a considerable portion of the time is given to the study of advertising problems.

ADVERTISING INTERESTS DEALERS

At the convention of the Western Implement and Hardware Dealers held at Kansas City, in January, several afternoons and evenings were given to an advertisers' round table and this was very well attended. This feature of the convention, starting a few years ago with only a handful, has grown to such an extent that it now takes a large room to accommodate those who come to the convention almost entirely for this one feature.

The problem, therefore, is one of education and I do not know how national advertisers could further this thing better than by adding a small amount to their advertising appropriation each year for educational purposes.

How large this amount should be, I, of course, have no method of estimating. My idea would be to try to figure the thing out in a small way just in one locality for a one- or two-year period. I would like to see advertisers make such a test in the Kansas

(Continued on page 25)

New York
Chicago
Detroit
San Francisco
Kansas City
(Copyright)

Railroads — Steamships Do Philadelphians travel on your lines

Is your line content with fixed traffic or does it reach out for increased volume?

Summer or winter the railroads and steamships transport many thousands of Philadelphians on vacation and pleasure trips to the four quarters of the globe.

The regular traveler is a fixed quantity; he knows where he wants to go and how to get there.

The vacation or pleasure traveler has to be educated to want to go to places and to be told how to get there.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



518,357 copies
a day

Average daily net circulation for the year ending December 31, 1924.

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

New York—814 Park-Lexington Building (46th St. and Park Avenue)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.
Kansas City, Mo.—C. J. Edelmann, Verree & Conklin, Inc., 1100 Davidson Bldg.

(Copyright 1925—Bulletin Company)

Can Business do what Napoleon did?



TEMPTED by visions of vast domains, Napoleon led his invincible army beyond the borders of Central Europe to conquer Russia's scattered millions. Conquest was easy; yet the "Little Corporal"—with Russia at his feet—was compelled to undertake that disastrous retreat from Moscow. *He could not support his army in the territory he had penetrated.*

Are the Napoleons of Industry facing a similar situation today? Striking parallels to Napoleon's profitless undertaking are found in many present-day methods of industrial marketing. Thousands of scattered prospects, without potential buying power, are tempting manufacturers to extend their operations beyond the border line of profitable selling.

Ninety-five per cent of industry's purchases are made by 115,000 buyers. These include everything worth-while from the great industrial plants to the little shops with a big future. The five per cent market is scattered, of uncertain stability and low poten-

tial. Any manufacturer who attempts to sell it is but inviting another "Retreat from Moscow."

Four principles of Industrial Marketing

The buyers who comprise the ninety-five per cent market are the men most interested in methods, machines and materials which will increase the efficiency of their plants. They form the real market for manufacturers who sell to industry. As a preliminary to selling them, these facts and basic facts should be determined: (1) What are the worth-while publications markets (2) What are the buying habits of those markets (3) What are the most direct channels of approach to them (4) What is the most effective appeals.

These are all definitely known and easily determinable. Any manufacturer who desires to sell efficiently and economically must know these things. The information is readily available through the McGraw-Hill Company.

Trained to see the trends in in-

IThis advertisement is the third of the series which is appearing in the following newspapers—New York Times, Philadelphia Public Ledger, Pittsburgh Gazette-Times, Cleveland Plain Dealer, Detroit Free Press, Chicago Tribune and New York Herald-Tribune; in the following advertising papers—Printers' Ink, Advertising

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Industrial
sales

What Napoleon could not?

What three industrial leaders say—

**OTTO H. FALK, President
Allis-Chalmers Manufacturing Co.**

"To achieve success in industrial selling it is necessary that sales efforts be built on a secure foundation of market analysis to define worthwhile markets. Sales specialization is equally important to obtain a full share of business from each market."

**GERARD SWOPE, President
General Electric Company**

"There are natural markets for every manufacturer, and entry into such a market carries with it responsibility for stewardship.

"For any manufacturer not to intensively cultivate and serve a natural market he has selected causes economic waste, just as it does when he lightly enters other markets where he is not prepared to assume responsibility."

**E. M. HERR, President
Westinghouse Electric & Mfg. Co.**

"The reward of an attractive and profitable volume of business may be expected by the manufacturer who first selects worth-while markets and then builds a specialized sales and service organization to serve each. Such procedure escapes the high sales resistance that inevitably results from scattered selling."

(These statements are excerpts from letters to Mr. James H. McGraw)

distribution, the McGraw-Hill Company points the way to more scientific selling — with a wealth of data, a unique knowledge of the buying habits of industry, and a sincere desire to serve.

A unique service to manufacturers

The McGraw-Hill fingers are on the pulse of industry, contacting through fifteen publications. Some of these publications are spokesmen for whole industries, others for specific functions common to many industries. The intimate knowledge of industry thus acquired enables the McGraw-Hill Company to be of real service to manufacturers in lowering their costs of distribution.

It will be a pleasure to assist manufacturers and their advertising agents in such an undertaking. As a preliminary, it would be well to read "Industrial Market-

ing," which graphically covers the results of a recent survey of the buying habits of industry. This will be sent upon request to any manufacturer whose market embraces any of the industries covered by the McGraw-Hill Publications.

stry and correctly to interpret their significance, the McGraw-Hill publications unerringly pointed the way in the great production development of the past half-century.

And now, with a distinct trend towards the elimination of waste in

McGRAW-HILL COMPANY, Inc., NEW YORK, CHICAGO, PHILADELPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON. PUBLISHERS OF

McGRAW-HILL PUBLICATIONS

REACHING A SUBSTANTIAL MAJORITY OF THE POTENTIAL BUYERS IN THE INDUSTRIES THEY SERVE

Mining and Mineral Journals Press
Mining and Mineral Age
Mining and Mineral News
RAIL RETAILING DIRECTORY

Electrical
ELECTRICAL WORLD
POWER & LIGHT
INDUSTRIAL ELECTRICITY
ELECTRICAL MERCHANDISING

Industrial
AMERICAN MACHINIST
AMERICAN MACHINIST
CHEMICAL & METALLURGICAL
ENGINEERING
INDUSTRIAL ENGINEERS

Overseas
AMERICAN MACHINIST
INDUSTRIAL ENGINEERS
INDUSTRIAL INTERNATIONAL

Construction & Civil Engineering
ENGINEERING NEWS-RECORD
Traction
ELECTRIC RAILWAY JOURNAL
BUS-TRANSPORTATION

the following Fortnightly, Class; and in the McGraw-Hill Publications. The purpose of these advertisements is to arouse a national appreciation of the need for improving industrial sales efficiency, and to awaken a keener interest in the correct principles of industrial selling.



Milwaukee—First City in Diversity of Industry

The Housewife Speaks—

THE Package Grocery Product Survey —Volume I of the new 1925 Milwaukee Consumer Analysis — is based upon personal interviews with a true cross-section of all Greater Milwaukee housewives. In each line, this comprehensive survey gives the number and percentage of brand users and dealers, per capita consumption and the total annual volume.

Products Covered In Volume I

Baking Powder	Coffee	Raisins
Bug and Fly Killer	Candy and Gum	Salad Dressing
Breakfast Foods	Cigars, Cigarettes	Soap
Butter Substitutes	and Tobacco	Syrup, Maple Flavored
Canned Goods	Furniture Polish	Tea
Catsup	Macaroni Products	Toilet Paper
Cheese	Mustard	Vinegar
Cleansers	Pancake Flour	Washing Powder
Cocoa	Prunes	

Copies will be mailed to interested advertisers and agencies within a few days. Read this volume carefully—many opportunities are revealed for increasing sales in this rich market at low advertising cost.

The Milwaukee Journal
FIRST—by Merit

Wisconsin—First State in Value of Dairy Products

City territory which would naturally embrace Western Missouri, Kansas, and Oklahoma. I would like to see them select a man who knows not only advertising but one who would, at the same time, be level-headed enough to talk in words of one syllable, to run a kindergarten class, if you please, on the application of advertising to the small town business. He would not only give a great deal of information and help in arousing interest in advertising but furthermore, he would collect and report back to the advertisers a tremendous amount of valuable information based on actual experience.

Such a man would sell these dealers the possibilities of increasing their business. He would teach them the fascinating story of America's manufacturing industry. He would talk to these merchants not along the line of how much was being spent in dollars and cents in advertising campaigns, which is entirely the wrong angle of approach, but he would show them how small the cost per item of finished product is.

A great many factory representatives, in talks before buyers and to salesmen, make a great mistake in talking about the tremendous amount of money that they are expending on a campaign possibly referring to it in hundreds of thousands of dollars.

For example, let us take some well-known item that has been extensively advertised in the hardware line, say the Champion spark plug. If we go to an ordinary garage man and tell him he ought to sell this plug because the manufacturers are spending \$500,000 a year in advertising it, he is very likely to go right up in the air. It is like waving a red flag at a bull. It isn't possible for him to conceive of there being any possible demand for that many spark plugs and he immediately has the impression that if they didn't spend a half-million dollars on advertising they could sell the plugs for about 50 per cent less. It makes

a very different impression to tell that man that because of quantity production this spark plug which formerly sold for \$1.25 in the retail stores now sells for seventy-five cents. The company spends so little per plug that if it would cut out its entire advertising appropriation and applied the amount saved to the retail price it would make just one cent difference per plug to the consumer. The advertiser must talk about the low cost of advertising, not the high cost of advertising.

I understand that an advertisement for a certain national periodical has to be in several months in advance of the date that it is going to be issued. Undoubtedly, the copy of all national advertising has to be in the hands of the publisher far in advance of the date that the periodical is issued. That being the case, I can see no excuse why everyone who is to have a part in the game should not be advised well in advance and then if he fails to do his part the responsibility rests fully and entirely on himself.

It is hard to get quick action on these things. Sometimes it takes a second, a third, and a fourth letter to get some of your salesmen to take an interest in an item on which you are trying to get them to concentrate.

Once the national advertiser learns to get full information concerning his advertising and distribution plans in the hands of every man in the long chain of distribution, he will have taken a great step toward making his "game" of merchandising 100 per cent efficient.

Business Paper Editors to Hold Conference

The annual meeting of the Editorial Conference of the New York Business Publishers Association will be held at the Hotel Astor, New York, on June 12. Miss Mary Van Kleek, director of the department of industrial research of the Russell Sage Foundation, will speak on the subject, "Do Business Papers Get Reliable Information on Industrial Relations?" The annual report of officers will be received and elections held for the coming year.

Advertising Cuts the Price in Half

How the Edward N. Riddle Company Used Advertising to Lower Cost to Consumer

By Ralph Crothers

IN any discussion of advertising's economic advantage to the final buyer the time element is important. Those who claim that advertising does not reduce the price to the ultimate consumer have often pointed to an advertising campaign in which the manufacturer added a half cent to the price of his product and put the amount into an aggressive sales and advertising campaign.

In many of these latter cases, the campaign has later turned into an advertising policy and the consumer has benefited when volume, due to the advertising, grew to a point where a lower price to the final buyer was possible and seemed good merchandising to the manufacturer. It is very seldom that a manufacturer, like the Crossley Radio Company, prices a product so low at the beginning that the manufacturer takes a planned loss until such time as his volume grows to a point where he makes an ultimate profit on the same price which first showed a loss. More often it is only after advertising becomes a regular policy that the consumer is given the benefit of the lower cost traceable to increased production.

The use of advertising brings the element of competition into play and does away with any possibility of artificial monopoly. Men who have attacked advertising have tried to prove that an artificial price was placed on a product at the start and this high price maintained by aggressive advertising. What most of them have not been willing to admit is that no advertising can possibly be powerful enough to force a buyer to purchase anything. Given a sufficient amount of time, competition will enter into every field. Other makers by offering other products in the same line leave the buyer a wide choice so that he can make a selection to suit his own taste

and pocketbook. Consequently there is little possibility of an advertiser being able to force an unreasonably higher price on the consumer.

A convenient example of how an advertising policy benefits the final consumer is found in the experience of the Edward N. Riddle Company, maker of lighting fixtures. About five years ago, J. N. Riddle, the vice-president and son of the founder of the company, which for more than thirty years had been making residential lighting fixtures, in conference with the other managers of the business, decided it was time to break away from the traditional policy of lighting fixture manufacturers and greatly reduce the number of items in the Riddle line. At that time, the company catalogued more than 4,000 separate items. A policy of radical simplification was adopted, the climax coming in 1924 when there were only forty different items in the entire line of "fitments." With only 1 per cent of its previous line, the company produced these items in only one decoration in single castings and thus secured great manufacturing economy.

Some three years ago, national advertising was inaugurated as a regular policy and has been continued ever since on a definite program. The Riddle company, never looks upon its advertising as a campaign but always as a program or policy.

Under the new Riddle policy, which included, in addition to simplification of lines and standardization of manufacture, new ideas in packaging, standardization of selling methods and education of dealers, the five-light residential lighting fitment was priced at \$27.50 retail. The company placed a great deal of its advertising pressure behind this leader and the other simplified items and the

If you could see The Indianapolis News through Indiana eyes, as Hoosiers see it, you could appreciate its tremendous influence *editorially* on Indiana. This editorial pre-eminence is the foundation of its towering dominance as an advertising medium.

The Indianapolis **NEWS**

Frank T. Carroll, *Advertising Manager*

Dan A. Carroll

110 E. 42nd St., NEW YORK

J. E. Lutz

The Tower Bldg., CHICAGO

price represented a considerably better value than the company had been able to give up to that time.

The simplified line and other changes of policy, together with the company's advertising program, produced a large increase in volume and a still further saving in manufacturing cost. The Riddle company decided to pass some of this saving on to the consumer. In September of last year, therefore, the new series of fittings was produced and nationally advertised with a top price of \$16.50 for the leader as compared with the former price of \$27.50. With no skimping in the quality of the product, this difference in price, due to the increased volume and simplified processes, represented a reduction to the consumer of 40 per cent.

As the next step in its policy of allowing the final consumer to share in its manufacturing economy, the Riddle company is now making a new offer to its dealers. In this announcement, a further reduction in the same series of fittings is quoted with a top price of \$13.50 to the consumer at the dealer's counter. Thus the consumer will pay less than half of the price in effect when the present policy was first adopted. As the Riddle company states, this radical price reduction has been made possible by the increased volume which can fairly be traced in large degree to the national advertising of Riddle fittings.

An interesting thesis might be suggested to the senior class in some of the universities where the marketing course is a part of the department of economics, as to who pays for the advertising in a case such as that of the Riddle company. The public certainly cannot be said to pay for the advertising because the consumer has been able to secure better design and better quality in residential lighting fittings at a considerably lower price. The Riddle company has been able to increase its yearly profit very considerably by giving the public a lower price and better fittings. The Riddle distributors and dealers surely do not pay for the advertising be-

cause they have been able to make more money than they made before on residential lighting equipment.

This maker of lighting equipment thus adds another name to the long list of manufacturers who, through embarking upon a definite advertising policy instead of merely adopting an advertising campaign, have been able to benefit themselves, their distributors and the public. The list of such manufacturers is a constantly growing one. As this large list of specific examples of price reductions is added to, the fact that every manufacturer who adopts advertising as a consistent policy makes his goods more accessible to the consumer and offers by his large advertising appropriation a guarantee of his product's quality, advertising comes to be seen more and more as a real national asset doing its full share to cut down the cost of national distribution.

Builders Supply Association in Three-Year Campaign

The Master House Department of the National Builders Supply Association, Detroit, is creating an advertising fund of over \$500,000 annually, for a period of three years. This campaign calls for an expenditure of 60 per cent of this fund for territorial newspaper advertising and 40 per cent for magazine advertising.

The Cleveland district campaign starts June 14. This will be directed by the Nichols-Evans Company, Cleveland advertising agency, which has been appointed advertising and sales promotion counsel of the association.

This advertising is in the interest of better building, R. H. Monis, field manager, informs *PRINTERS' INK*, and will exploit a Safeguard Policy as a means of educating the home buyer to appreciate hidden values and material worth, as well as giving him protection through registration of all materials and workmanship.

Then, too, this campaign is to bring recognition of the building material dealer to the public—define his position and just why he should be considered the logical source of information on all matters pertaining to home building.

Toledo Agency Opens Cleveland Office

Edwin A. Machen & Company, Toledo, Ohio, advertising agency, has opened an office in Cleveland. This office will be in charge of Hubert C. Persons, who was with the former Machen & Dowd Company, Inc.



The Martinique Hotel Drug Store, Broadway and 32nd Street, New York, cashes in locally on the current magazine advertising of Roger & Gallet, parfumeurs, of Paris, displaying two *Vanity Fair* color pages.

"My wife has left—

¶ That is a terrible moment in any man's life—the day his wife leaves and he is forced to advertise. Perhaps he is angry. At any rate, he wants to be sure that he is no longer held responsible for her bills.

¶ What paper shall he use to proclaim his woe to all the world?

¶ In Baltimore, there is only one answer to that question.

¶ The Sunpapers of course! The credit men read The Sun. And the merchants, the retailers, modistes, and seamstresses, landlords and

bed and board"

divorce attorneys, judge and jury—every one with whom his wife might, by any chance, have dealings.

¶ And that's the paper in which the wise manufacturer will advertise. The paper people run to when they want to advertise personally.

Average Net Paid Circulation for 6 Months
Ending March 31, 1925

Daily (M & E) 247,320
Sunday - - - 182,031

A Gain of 3587 Daily and 4527 Sunday Over
Same Period a Year Ago.

Everything in Baltimore Revolves Around

THE

MORNING



EVENING

SUN

SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., 110 E. 42nd St.
New York

GUY S. OSBORN
360 N. Michigan Ave.
Chicago

BALTIMOREANS DON'T SAY "NEWSPAPER"
—THEY SAY "SUNPAPER."

*An old saying and true***Straw No. 7**
1925 Series

STRAWS show which way the wind is blowing

And it is also true that the volume of advertising carried by a newspaper year after year in any particular line shows the value of that newspaper for that class of advertising. The Chicago Evening Post carried less medical advertising than any other paper in Chicago, and the total receipts from installment houses would not pay for the ink to dot the i's in a single issue.

But there are many lines of high-grade advertising from which The Post receives more advertising than any other Chicago daily paper—morning or evening. And there are several very high-grade lines from which The Post receives more advertising than all the other Chicago papers combined—morning, evening and Sunday.

For straw No. 7 we will take the advertising of office equipment and supplies. This class of advertisers must look for their business amongst business men—not bargain hunters. Quality and service is their argument, and not price alone. That they consider The Chicago Evening Post to be the Chicago evening paper which reaches the man of business is clearly shown by the fact that they used during the year 1924 practically as much advertising in it as they used in all the other Chicago evening papers combined. The figures follow:

POST . . . 8,722 lines

News	4,913	"
American	1,777	"
Journal	2,251	"

These figures are furnished by the Advertising Record Company, an independent audit company.

The Shaffer Group

*It Pays to Advertise in a
Newspaper Read by the
Class of People Financially
Able to Become Good
Customers*

CHICAGO EVENING POST
INDIANAPOLIS STAR
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

**The Chicago
Evening Post**
"Chicago's Best and
Cleanest Paper"

Why Advertising and Prison-Made Goods Don't Mix Well

A Shirt Manufacturer Finds It Good Psychology and Sound Economics to Employ Only Free Labor to Make Advertised Brands

VIEWED from the position of the somewhat detached observer, the manufacturer who uses prison labor or who buys prison-made merchandise and sells it in the open market, enjoys a distinct advantage over his competitors. That view may or may not be accurate, but it is the popular view. However, the advantage is sometimes more illusory than real.

At times, and very often in the past, it is an unquestioned fact that the employers of convict labor have been able to undersell competitors who have used only free, independent labor. But there is another side to the situation.

Advertising, strange as it may seem, can become an unexpected and powerful influence when that other, and less talked-of, side of marketing prison-made merchandise is considered. For that reason, the experience of the Reliance Manufacturing Company of Chicago, which has just cut loose from prison labor, is worth considering here.

The Reliance company makes shirts, boys' shirts, blouses and play suits. Its sales run about \$10,000,000 a year. In the last ten years the company has spent large amounts in advertising its fourteen brands, placing special emphasis on Big Yank work shirts. As a consequence, the merchandise is widely known and distributed, and the Big Yank shirt is looked on by many jobbers and retailers as a leader in its particular field.

The company began business over twenty-five years ago. As it grew and built its own factories, it also equipped factories in several State prisons and contracted for the labor of prisoners

\$1000

cash will be paid to anyone furnishing proof that any of the 14 famous Reliance Brands are being made anywhere except in our own twelve modern sanitary factories shown on this page

BIG YANK Work Shirts
BIG YANK Flannel Shirts and
Jackets
MILTON F GOODMAN Shirt
BLACK BEAUTY Satin Shirt
JACKNIT Knit Bottom Jackets
VANKNIT Knit Bottom Jackets
KAPTAINT KHAKI Satin Shirt
OLD FAITHFUL Work Shirt
RELIANCE SPECIAL Shirt
YANK SPECIAL Shirt
HONOR BRIGHT Boys' Blouses
Shirts and Playwears
BIG YANK JR. Boys' Shirts
NIGHTINGALE Boys' Blouses
Shirts and Playwears
PLAYMATE Play Suits

RELIANCE MANUFACTURING COMPANY
212 WEST MONROE STREET
CHICAGO, ILLINOIS

Makers of

BIG YANK
WORK SHIRT

TRADE-PAPER ADVERTISING TO OVERCOME STIGMA OF PAST ASSOCIATION

there. However, the output of these prison factories never amounted to more than a third of the company's total production. The quality of prison workmanship, officials of the company say, has always been on a par with that of any privately owned factory, but today it is no longer economical to use this labor.

Why has the company decided now, after a quarter of a century of profitable existence, to break away from convict labor? Is it due

to any feeling that the use of prisoners tends toward a lowering of the standards of business ethics? Not entirely. Is it because prison-made merchandise enjoys an unfair advantage over merchandise made by free labor? The company reports that it has found the reverse of this may be the case. The heads of the company believe and have believed for years, one of them tells *PRINTERS' INK*, that prison labor should be eliminated entirely from the shirt industry, but their decision is dictated by another motive at this time.

They are giving up whatever advantage prison factories may offer, solely as a means of maintaining and improving the salability of their fourteen brands of merchandise, a salability which has been extended and is being extended by advertising. In other words, the company recognizes that it is unwise to invest money in advertising and then to tolerate the existence of any grounds for criticism which is not easily answered and which may jeopardize the fruits of that investment.

This decision has been advertised widely in industrial and labor publications and the company has mailed broadside announcements to wholesalers and retailers. In both advertising copy and broadsides \$1,000 is offered to anyone who can furnish proof that any of the company's fourteen branded lines of merchandise is now made anywhere but in the company's own modern factories.

"If we had not advertised Big Yank and our other brands, we never would have felt any unfavorable criticism from any source on the grounds that part of our merchandise was made in State institutions," Maurice A. Shulze, vice-president and general manager of the Reliance company told *PRINTERS' INK* recently. "Advertising helps us to increase our volume of sales. It also made us a target for a constantly increasing amount of criticism. We stood out most prominently, since no other manufacturer in our particular field has advertised as consistently as we. Some of this criticism, we realize, was well

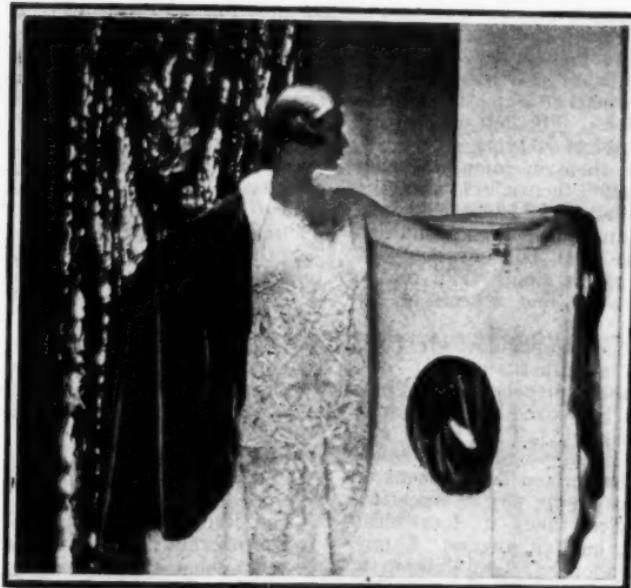
meant. It came from persons who believed that the practice of making goods in prisons for sale outside is wrong ethically. Some of it came from competitors who although they were employers of convict labor were not well enough known to be picked out easily as targets themselves. Some of it came from those who feel that prison-made merchandise enjoys unfair advantages over other merchandise in being marketed. The most bitter criticism, however, came from labor unions.

COST OF PRISON LABOR

"There is an answer to each of these groups, but we believe that simply to take our advertised lines out of the prison-made class of goods is more convincing than any other reply that we might make. Advertising and any method of selling or manufacture that carries a stigma, real or fancied, will not mix well."

The Reliance company, back in the early days of its career, made work shirts carrying jobbers' brands. In 1912 it established its own brands. These became popular quickly, and the company contracted for the labor of prisoners in several prisons, finally equipping six factories in State institutions, to take care of the demand. However, the company added to its own plants and is at present one of the largest employers of free female labor in Indiana.

So far the agitation directed against prison-made merchandise has helped neither manufacturer nor society in general, Mr. Shulze believes. There is little positive or constructive about it, he says. "Yet it is not easy for the user of convict labor to defend himself. Everyone agrees that it is necessary to keep prisoners employed at something. What can they produce that will not compete with free labor? If they make desks and other furniture that goes into schools, they are certainly cutting into the school supply firms' business. Suppose the prisons were to equip plants and undertake to handle the printing jobs of the State, county and city governments. Can you conceive the typographical



Lady Abdy in a Callot evening gown.
... photographed by Baron de Meyer

"A Class Magazine in a Class by Itself"
BECAUSE OF~

3.... Its Exclusive Contributors

IN the past few years *Harper's Bazar* has built up a staff of exclusive contributors. Baron de Meyer, for instance, the foremost photographer of the day, fashion critic, man of the world, and *Harper's Bazar's* Ambassador to the Court of Fashion... Paris! Also... Drian, famous as the portraitist of the chic Parisienne. And... Erté, Mary MacKinnon, Grace Hart, Reynaldo Luza and others pre-eminent in the world of fashion.

Harper's Bazar

2/- IN LONDON

50c

10/- IN PARIS

unions standing and acquiescing in this? Or would they shout 'Unfair competition?' If they manufacture cement, shoes, or garments of any kind they are competing with free labor that formerly supplied the market which buys those commodities. The best way to employ prisoners, everyone will agree, is to use them in some way that will benefit themselves and the State without competing with outside industry. That condition would be ideal, but unfortunately there is not a single valid reason for believing that it can be attained.

"There is one point which critics of the manufacturer who uses prison labor often bring up which needs to be looked at from more than one angle. That is the cost of this labor. Usually it is assumed that prison labor means an enormous saving to the manufacturer. Sometimes it does mean a saving, but not always. Lately, convict labor has been bid up to the point where it is not profitable. When a manufacturer signs a prison contract, he agrees to keep the labor that he has contracted for busy. He must take all the merchandise that the factory turns out. If his market slumps, he cannot curtail production by cutting down the number of employees. He must go ahead piling up an inventory and hope to get rid of it somehow without taking too heavy a loss. With the passing of the day of advance buying and the bidding up of prison contracts, convict labor has lost much of its attractions for the manufacturer who once looked on it as a means of lowering production costs. I know right now of more than one manufacturer who would gladly pay a good-sized sum to be released from existing contracts to take the output of prison factories."

Earlier in the year, John Allen Murphy in two articles in *PRINTERS' INK* went exhaustively into the economic aspect of distributing prison-made merchandise. He found that manufacturers regard the competition of this type of goods as particularly difficult to cope with, although the advertiser

whose output is made by free labor is less likely than other manufacturers to feel this competition. When the manufacturer who uses prison labor is also an advertiser, an anomalous situation presents itself. His advertising, if it is good advertising, makes distribution easier. On the other hand, the fact that his products are made behind prison walls, when this information spreads about, makes distribution harder, for there is a real and effective objection to prison-manufactured goods on the part of the public. Whether that reluctance to buy prison-made goods is justified or not must always be determined by the facts. Regardless of the facts, it is a very real and effective obstacle.

PRISON-MADE GOODS WERE LESS SALABLE

The Reliance company took its fourteen brands out of the prison because what the public chooses to look on as a bar sinister threatened to render these brands less salable. "We had spent years in building up our brands. We had made our work shirts what we believe are the best to be had, and we were being damaged," is the way one of the company's executives puts it.

If the case of this company indicates anything, it points straight to the conclusion that once an advertiser has built up good-will by investing in advertising, he must steer clear not only of malpractice but of anything which rightly or wrongly is looked on by any considerable number of people as malpractice. In other words, advertising and that which is not regarded as good usage do not mix well.

Because of existing contracts which have some time to run the Reliance Manufacturing Company plans to form three companies to handle merchandise made by prison factories in the East, Central States and the West. The goods will carry private labels. Each of the companies will have its own individual management and sales staff and will operate independently of the Reliance company.

ADVERTISING lineage records are cold and emotionless indexes of space-buying.

These records show that for three consecutive years the Evening American has gained more advertising than any other Chicago daily newspaper.

The ever increasing preference by advertisers for the Evening American is highly significant in this great market.



CHICAGO AMERICAN

A good newspaper

Daily average net paid circulation for the six month period ending March 31, 1925—474,230

What the folks read in Owensboro, Ky.

LACK of space doesn't permit us to give here full details of the result of the investigation made of the magazine reading preferences of 1,460 families in Owensboro, Kentucky.

On request, we shall be glad to give you the complete investigation and tell you the methods that were pursued in making it.

The conclusion is undoubtedly favorable to TRUE STORY and it confirms the results of other investigations in which different methods were pursued. It is among the first of a series that we are making to give advertisers and agencies an idea of the market that TRUE STORY covers.

True Story

Magazine

WHAT MAGAZINES DOES YOUR FAMILY READ REGULARLY?

Of the 1,460 families called on, 1,423 read magazines.

339	read	the	Saturday Evening Post
311	"	"	American
273	"	"	Ladies' Home Journal
242	"	"	TRUE STORY
178	"	"	Pictorial Review
169	"	"	Liberty
149	"	"	McCall's
146	"	"	Cosopolitan
145	"	"	Red Book
109	"	"	Literary Digest
88	"	"	Collier's
81	"	"	Woman's Home Comp.
66	"	"	Designer
63	read	the	Good Housekeeping
61	"	"	Woman's World
47	"	"	Delineator
35	"	"	Country Gentleman
31	"	"	Blue Book
30	"	"	Western Stories
28	"	"	Popular Mechanics
25	"	"	Dream World
25	"	"	Trade Magazines
22	"	"	Snappy Stories
21	"	"	Vogue
18	"	"	True Confessions
18	"	"	Current Events
17	"	"	True Romances
17	"	"	Farm Life
15	"	"	Better Homes & Gardens
14	"	"	Photoplay
14	"	"	Popular Science
13	"	"	Motion Picture
13	"	"	Fashions
12	"	"	Love Stories
12	"	"	Physical Culture
10	"	"	Radio Digest
10	"	"	People's Home Journal
10	"	"	Short Stories
9	"	"	Pathfinder
8	"	"	Everybody's
8	"	"	Radio News
7	"	"	Classic
7	"	"	Breezy Stories
7	"	"	Religious Magazines
6	"	"	Excella
6	"	"	Film Fun
6	"	"	Success
6	"	"	Comfort
6	"	"	Needlecraft
6	"	"	Modern Pricilla
5	"	"	Smart Set
5	"	"	Detective Stories
5	"	"	Popular
5	"	"	Household
5	"	"	Adventure
5	"	"	Bon Ton
4	"	"	Farm Journal
4	"	"	Top Notch
4	"	"	Fashion Plate
3	"	"	Field & Stream
3	"	"	World's Work
3	"	"	Judge
3	"	"	Argosy
3	"	"	Radio Listener
3	"	"	Travel
3	"	"	Radio Journal
3	"	"	Elite

Of
mag
170 p
116

3	read	the	Fashionable Dress
3	"	"	Harper's
2	"	"	House & Garden
2	"	"	Mentor
2	"	"	Asia
2	"	"	Science & Invention
2	"	"	American Boy
2	"	"	Catholic Literature
2	"	"	Radio World
2	"	"	New Idea
2	"	"	Ace High
2	"	"	Screenland
2	"	"	Life
2	"	"	Triple
2	"	"	Independent
2	"	"	Saucy Stories
1	"	"	Scientific American
1	"	"	All Story Weekly
1	"	"	Farm & Home
1	"	"	Poultry Journal
1	"	"	St. Nicholas
1	"	"	Radio Broadcast
1	"	"	Sporting Life
1	"	"	Motor Age
1	"	"	World
1	"	"	Outdoor America
1	"	"	Today's Housewife
1	"	"	Fashionable Dress
1	"	"	Household Hints
1	"	"	Cupid's Diary
1	"	"	Vanity Fair
1	"	"	Housewife
1	"	"	True Detective Mysteries
1	"	"	Truth
1	"	"	Etude
1	"	"	Baseball
1	"	"	Auto Digest
1	"	"	Auto World
1	"	"	College Humor
1	"	"	National Sportsman
1	"	"	Illustrated Review
1	"	"	Police Gazette
1	"	"	Extension
1	"	"	Druggist Magazine
1	"	"	World Wide
1	"	"	Electrical Experimenter
1	"	"	Auto Magazine
1	"	"	Young's Magazine
1	"	"	Grill
1	"	"	Gentlewoman
1	"	"	Mother's Friend
1	"	"	Children's Vogue
1	"	"	Popular Finance

WHAT IS YOUR FAMILY'S FAVORITE MAGAZINE?

Of the 857 families that had a family magazine

170 preferred the American
116 " " TRUE STORY

98	preferred	the	Saturday Evening Post
70	"	"	Ladies' Home Journal
67	"	"	Liberty
60	"	"	Cosmopolitan
54	"	"	Pictorial Review
36	"	"	Literary Digest
28	"	"	McCall's
15	"	"	Collier's

WHAT IS THE FAVORITE MAGA- ZINE OF THE HEAD OF THE FAMILY?

Of the 526 heads of families having a favorite magazine:

126	preferred	the	American
56	"	"	TRUE STORY
56	"	"	Saturday Evening Post
43	"	"	Liberty
32	"	"	Cosmopolitan
30	"	"	Literary Digest
17	"	"	Ladies' Home Journal
15	"	"	Collier's
14	"	"	Farm Life
14	"	"	Trade Magazine

WHAT IS YOUR DAUGHTER'S FAVORITE MAGAZINE?

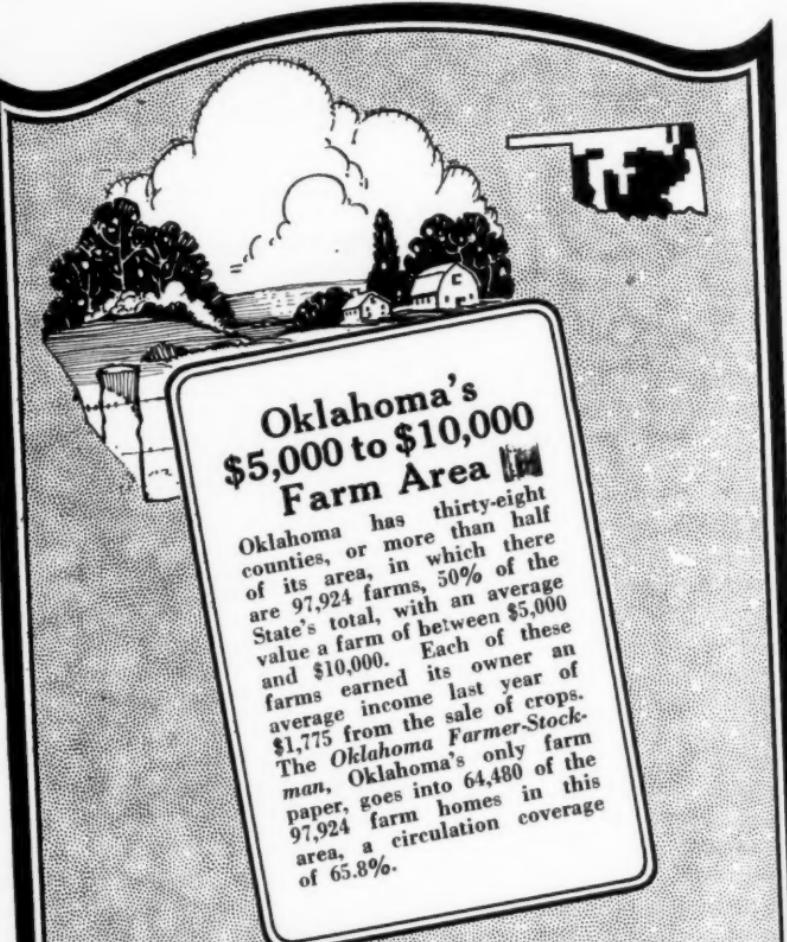
The daughter's favorite magazines are as follows:

59	preferred	TRUE STORY
10	"	American
7	"	Motion Pictures
6	"	McCall's
6	"	Ladies' Home Journal
6	"	True Romances
5	"	Classic
5	"	Red Book
4	"	Excella
3	"	Good Housekeeping

WHAT IS YOUR SON'S FAVORITE MAGAZINE?

The son's favorite magazines are as follows:

15	preferred	American
10	"	TRUE STORY
10	"	Western Stories
10	"	Liberty
9	"	American Boy
8	"	Top Notch
5	"	Ace High
3	"	Radio World
3	"	Saturday Evening Post
3	"	Physical Culture



The OKLAHOMA FARMER-STOCKMAN

OKLAHOMA CITY

CARL WILLIAMS Editor

RALPH MILLER - Adv. Mgr.

E. KATZ, Special Advertising Agency

New York Chicago

Kansas City Atlanta

San Francisco

How Safe Is "Technical" Talk with the General Public?

How Advertisers Can Often Capitalize on the Insistent Popular Interest in "How It's Made" and "How It Works"

By Ray Giles

WHEN, if ever, should a manufacturer tell in his advertising how his soap is made? Or in terms of popular science how it works? When, if ever, should the semi-technical facts about a refrigerator or a heating plant be advertised to the well-known "man in the street" or the equally famous "lady of the house?" There is a fairly general feeling among advertisers and advertising men that it is extremely easy to go too far in weaving mechanics, chemistry, or structural details in the warp and woof of advertising copy intended for general publication. Maybe so. But there is also a mass of evidence which indicates that in certain cases the advertiser may easily make a grave mistake in deciding that technical details are entirely too dry and uninteresting to get a widespread reading or any sort of understanding from the general run of folks.

In one of the department stores some months ago, I noticed a knitting machine running full speed ahead—producing women's hosiery. And gathered thickly about it were all types and conditions of womanhood. Of course the mere motion of wheels attracted them and held them there to some extent.

Seventeen men stood in front of a clothing store window at the corner of Broadway and 49th Street a few days ago. Curious to see what style features could exert such pulling power, I joined them. Within the window two men on hands and knees were scraping the floor as a preliminary to refinishing it! The store's three other windows pulled only two beholders in spite of their alluring displays of the latest in men's neckwear, shirts, shoes, hats and clothing.

But motion does not account for the success enjoyed by the many mechanical displays which are static. One of the surest ways to stop people in front of an automobile showroom is to tilt up a chassis and run ribbons from the different parts to explanatory cards which are attached to the window. It is an ancient device, first discovered some dozen years or more ago, but it still works.

The Buick chassis with parts cut away is never lonesome at its Broadway showroom. Neither is the cross section of a Willys-Knight cylinder. But even among the automobile companies there is not a unanimous and deep abiding faith in the public's interest in mechanics.

And yet "how it's made" is a grand old stand-by in window-trimming. Windows showing blocks of rubber, ingredients, cross-sections and constituent parts have stopped hundreds to see how a fountain pen or an automobile tire was made.

For a long time a Johns-Manville window display of asbestos fresh from the mine together with other exhibits stopped numerous commuters as they hurried up Madison Avenue to catch the 5.21 train from Grand Central Station.

LUCKY STRIKE USES MOTION

Down on the Boardwalk in Atlantic City, you may see Lucky Strike Cigarettes being made mechanically. Here again the element of motion serves to draw attention to the exhibit. But notice that this product depends for sales upon its ability to appeal to the *appetite*. If mechanical displays in spite of their cold, precise nature can contribute to the success of appetite-appeal merchandise, the question suggests itself, "Why isn't this same appeal

more favored in advertising copy?"

Writing in a recent issue of the *Saturday Evening Post*, Chester T. Crowell made this statement, "Approximately every third man in this country is or has been an inventor. In most cases the fever is of brief duration; subsequently the attack is seldom mentioned. Women are less susceptible but by no means immune."

UNCLE SAM, INVENTOR

If Business is one of our national gods, Invention and Machinery seem to be two others. It is estimated that in 1894 there were only 971 students attending mechanical courses in universities, colleges and technical schools, excluding independent professional schools. In 1904 there were 6,894 such students. In 1920 the attendance had grown to 11,789.

Meanwhile the rapid growth in number of vocations is accounted for very largely by the appearance of new industries producing mechanical and semi-mechanical products such as the automobile, the vacuum cleaner, the radio, the washing machine and mechanical and electrical specialties almost too numerous to list.

Even boys' toys have been swinging violently in mechanical direction. Lead soldiers, the former mainstay of juvenile rainy day amusement, have been replaced as favorites by Erector, Meccano and other construction toys and chemical and electrical outfits, to say nothing of radio receiving sets, approximately half of which seem to have been put together from separate parts by their owners.

According to the National Automobile Chamber of Commerce, there are over 3,000,000 persons in the United States who are engaged directly or indirectly in the automobile industry alone. The 1920 census shows that there are nearly 6,500,000 farm operators in the country—nearly every one of whom is forced by the very nature of his work to be handy in a mechanical way. Reapers, binders, tractors, farm lighting equipment, automobiles, motor trucks and other labor savers oc-

casionally require adjustments and repairs. The farmer must to a large extent be his own mechanical maintenance staff.

Meanwhile, publications dealing with a popular treatment of mechanics, electricity and chemistry, together with trade publications in the same fields, have reached a point of development where their combined circulation reaches over 3,500,000.

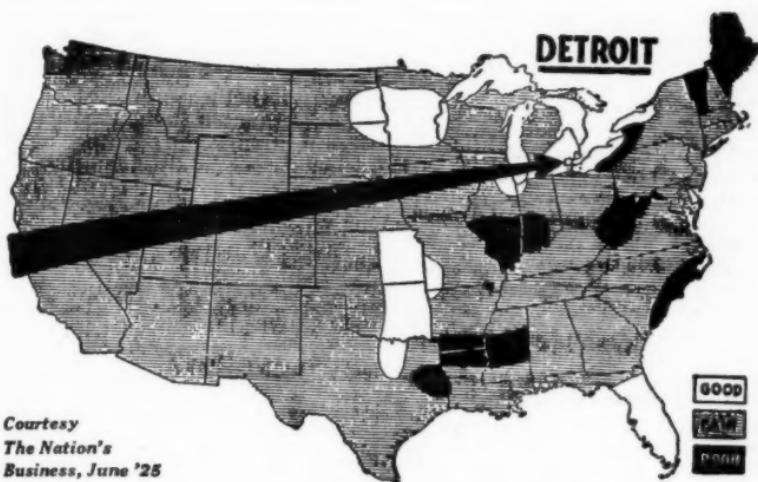
These facts indicate the increasing interest in "how it works" and "how it's made." Even if it were quite true twenty years ago that few people were interested in technical details, many advertisers would do well to open up the discussion again in light of these changes which have come about since then.

From a recent advertisement these words are quoted:

Pfanstiehl found that stray oscillations could not be removed by any mere circuit design. An entirely new structural relationship had to be devised, and that could be approached only after a searching analysis of the specific causes of oscillation. He found them to be two-fold and dealt with each separately. One of these is the feedback due to electro-static coupling. This has two sources. The one between the elements inside the tube is of little consequence, although hitherto regarded as the most important. The other occurs between the wiring layout and the condensers. This Pfanstiehl eliminated by removing from the effective electro-static field, scattered throughout the set, all dielectric material which used to cause distortion. The other cause of disturbing oscillations is the feedback due to residual electro-magnetic coupling between the coils. This could not be wholly prevented before, but has now been completely eliminated by using a new type of inductance and by a different placing of the coils. In thus differentiating between these two separate sources of internal oscillation, Pfanstiehl has solved the trouble *fundamentally* by a process of discrimination—the only way it could possibly be done.

Of course this is not the main body of the Pfanstiehl advertisement. But the space it occupies cost the advertiser several hundred dollars. And surely he decided that there were enough mechanical nuts at large to warrant such words in a magazine going to the general public.

Does even an office manager delight in mechanics? I don't know, but the Library Bureau ought to



*Courtesy
The Nation's
Business, June '25*

Business Is Good In The Detroit Field

THE "NATION'S BUSINESS" for June publishes the above map again showing Detroit as the center of a district where business is noticeably good.

The same condition has held true of Detroit probably more than that of any other city in the United States.

Advertisers seeking a market not only able to absorb their products but also willing, and easily coverable by one newspaper, should come to Detroit, first.

In Detroit, where employment is now at highest peak ever attained for this season of the year, where wages are good, and conditions generally favorable, you can reach practically everyone through The News, evenings or Sundays. No other city of Detroit's size or larger is so thoroughly covered by one newspaper as Detroit is by The News.

The Detroit News

Greatest Circulation Week Day or Sunday, in Michigan

by this time. One of its recent advertisements fairly bristles with technical talk. These words and phrases are picked at random—"six vertical and eight horizontal steel channels welded solidly together"—"exclusive bulkhead construction"—"all steel . . . must pass extensive Scleroscope tests for exact hardness and toughness."

This copy exerts the same fascination that characterizes the window display of a good hardware store. You may not know what every word means in the advertisement, or what every tool in the hardware store window is used for but you can't help looking and letting your thoughts linger on the display.

Many experienced advertisers are even turning loose the guns that belch technical talk upon the poor defenseless women! Notice how this paragraph from a Kelvinator advertisement describes its service:

Just a few degrees below the temperature of an ordinary ice-box is a colder zone that affects the keeping of foods in a remarkable way. It is the Zone where moisture crystallizes out of the air as frost, leaving the atmosphere dry, crisp and snappy. At this lower temperature the air takes on a frosty "sting." This is the Zone of Kelvination, produced by Kelvinator electric refrigeration.

And turning from cold to heat, the Garland Stove advertisement, under a diagrammatic sketch of its flame, says this:

The Garland Heat-Spreading Burner is a nest of small jets and is so designed that the heat is spread evenly over the entire bottom of the utensil. Combustion is so perfect that all the fuel is burned. You get the full benefit of every atom of gas. The bottom of the cooking utensil rests only seven-eighths of an inch from the burner top. There are no deposits of carbon to be scoured off.

While the Simplex Iron advertisement dispenses entirely with girly-girly talk and declares in all earnestness:

Only the Simplex has the all-steel unbreakable plug. Fits all makes of electric appliances. The handsomely nickel-plated plug can't chip, crack, crumble or break. A ball grip of cool, green Bakelite makes it easy to insert and remove the plug.

A spring connection between the ball and plug snaps the plug out quickly, thus lengthening the life of contacts.

Only the Simplex has the air-cooled rest-stand. Saves lifting the iron back. It can't scorch the sheerest garment.

Only the Simplex has an air-cooled terminal-guard. It protects the plug and the contact points and adds materially to the appearance of the iron.

Reason-why and popular mechanics join hands in this paragraph about the Florence Oil Range:

This is the Florence Oven, built on the principle of the Dutch oven, with the "baker's arch" to prevent air pockets. The patented heat spreader at the bottom assures even distribution of heat and guards against your roasts and baked things being underdone on top and burnt on the bottom. On the door of the oven there is a heat indicator which shows how much heat there is inside.

WHEN IS A TORQUE?

The point made by one believer in technical talk in general publications is that even if people don't understand every word, they get an impression. And undoubtedly there is something to it. You may not understand a doctor's description of a case, but his technical lingo conveys the impression that he knows his business.

Perhaps the courage to talk in part in language not generally understood has helped the Chrysler car in winning such rapid sales. For example, these three paragraphs are garnered from a woman's publication:

It's a great achievement to get more than seventy miles an hour out of a motor of $3 \times 4\frac{1}{2}$ inches, with a gasoline mileage safely above twenty miles per gallon.

The smooth, vibrationless power torque is constant. Never was there such a steadily progressive power curve.

Chrysler pivotal steering, with spindles operating in ball bearings, is also as easy at seventy as at seventeen. You never find yourself clutching the wheel. You don't have to strain to keep your Chrysler on the road.

A Star advertisement includes these words: "honed cylinders"—"lapped piston pins"—"bronze bushed rods"—"hot spot manifold." You may never have honed a cylinder or held a piston pin on your lap or hunted for



TRENDS and INDICATIONS

A paragraph Digest of Fact and Opinion relating to everyday problems of Sales and Advertising

*Published E.O.W. at New York by the Advertising Agency of
Dorrance, Sullivan & Company*

Boston

June 11, 1925

New York

"Trends and Indications" to Appear in Bulletin Form

"Trends and Indications" has been appearing in the pages of Printers' Ink for the past five months, but will be discontinued during the vacation period.

As first announced, the reason for its existence was to pass along to advertisers, non-advertisers and business executives, a paragraph digest of interesting information gleaned from our daily study of markets, merchandise and sales methods—information reaching us from hundreds of original sources and our own analyses of all types of trade and industry.

Tried as an experiment, "Trends and Indications" has apparently proved of interest and value to many of its readers and has brought forth letters of appreciation and requests for additional information and many of these letters have asked that we publish this service in reprint or bulletin form for regular mailing.

Our experiment seems to have established a large degree of real interest from sales and advertising executives that would tend to encourage our publishing this little house-organ at regular intervals as a worth-while service.

Supplementing the appearance of "Trends and Indications" in Printers' Ink, it is our desire to publish this and other information in improved form, and this we will gladly mail to any officer or department executive interested in advertising and its relation to sales.

Should you care to receive "Trends and Indications" regularly, won't you fill out the attached coupon. Your appreciation is the only obligation involved. Give us your suggestions for improving the service either on the coupon or a letter.

Dorrance, Sullivan & Co. Inc.,
130 W. 42nd Street, New York City

I am interested in "Trends and Indications." My suggestions for its improvement are—

Without obligation please mail it to

Name..... Title.....

Firm Name.....

Address.....

TRENDS AND INDICATIONS

Four Out of Ten of Our Population Are Wage-Earners

The National Bureau of Economic Research estimates that the population of the United States on July 1, 1924, was 113,545,000. Of this total, 35,000,000 are children under 15 years, not employed. Another 35,000,000 are adults not gainfully employed. The next largest group of 33,500,000 people are wage-earners classed as employees, leaving a total of 9,600,000 who are employers or who are in businesses of their own. Some 38 per cent of our population then is gainfully employed, the other 62 per cent being about equally divided between unemployed adults and children.

Looking back we see that the proportion of workers increased during the war but has since dropped back to a point where it stood about 15 years ago. There has also been a decrease in the number of people who work for themselves. This class numbered 9,833,600 in 1909 and 9,657,000 in 1924, despite an increase in population over this period of something like 25 per cent.

Indications Point to Improvement in Machinery Demand

While the demand for machine tools and accessories has been spotty, conditions in the industry show a satisfactory trend with not only a greater number of export inquiries but prospects for a steadier domestic business. Stabilization of production has taken place in some of the key industries which has stimulated buying interest. The improvement in export interest has been encouraged to some extent by the more stable conditions of British finance. Germany too has entered the market with several large orders and other foreign countries are showing an interest in buying new equipment.

Savings Deposits on May 1st Show Slight Decline from 1924

The total savings deposits of 895 banks throughout the United States, reporting as of May 1st, 1925, were \$7,792,447,000 as against \$7,798,146,000 on April 1st, 1924. Richmond, Atlanta, St. Louis and Dallas districts were the only districts reporting increases.

In the following table is a comparison of deposits for the principal Federal Reserve districts. In the Boston and New York districts the figures represent only deposits of Mutual Savings Banks.

District	May 1, 1925	April 1, 1925	May 1, 1924
Boston	\$1,310,804,000	\$1,310,807,000	\$1,247,828,000
New York	2,077,949,000	2,083,503,000	1,941,969,000
Philadelphia	520,618,000	521,040,000	487,634,000
Cleveland	828,540,000	828,959,000	771,131,000
Richmond	344,482,000	336,126,000	368,941,000
Atlanta	242,350,000	239,231,000	226,449,000
Chicago	935,509,000	938,709,000	908,007,000
St. Louis	142,115,000	140,968,000	137,545,000
Minneapolis	94,723,000	95,214,000	90,369,000
Kansas City	168,597,000	110,316,000	104,878,000
Dallas	103,715,000	102,591,000	95,429,000
San Francisco	1,083,045,000	1,690,682,000	978,923,000
Total	\$7,792,447,000	\$7,798,146,000	\$7,299,103,000



TRENDS AND INDICATIONS

Influence of New York City on Commodity Distribution

Statistics made public recently by the Transit Commission of New York City are interesting in their substantiation of the influence of the New York market on the rest of the country.

Last year 243,589,271 passengers journeyed in and out of New York City over five railroads. This is an increase of 10,000,000 over 1923 and does not include ferry traffic which, it is estimated would bring the total to about 336,000,000.

Of this total, 154,754,827 of those entering and leaving the city by railroad were commuters. With the ferry commuters, this total would reach about 250,000,000.

The total number of visitors then would be about 86,000,000 arrivals and departures for the year 1924, or about 236,000 a day. The number arriving daily would be 118,000.

It has been estimated that the average stay of visitors in New York City is 3 days. On that basis there are in the city constantly more than 350,000 people not only spending their own money on new goods first seen here, new luxuries experienced, new habits and tastes formed, but taking back to their own homes throughout the country their impressions and ideas of products distributed here.

Growth in Popularity of Closed Cars Shown

One particularly noticeable and significant trend in the motor industry is illustrated in the table below which shows the rapid increase in the ratio of closed cars to total automobile output by years. Back in 1915 and 1916 only 1.5 per cent of all cars made were of the closed type, whereas last year 43 per cent or 1,397,482 cars were closed.

	Percent	Closed Cars
1915	1.5	12,279
1916	1.5	22,404
1917	4.5	77,335
1918	7.5	69,479
1919	10	165,765
1920	17.5	326,552
1921	22	317,790
1922	30	721,918
1923	33.5	1,167,574
1924	43	1,397,482

Some Aspects of the Motor Truck's Service to Farmers

Transportation of farm products by motor trucks has increased tremendously in the last few years, particularly in dairying and live stock regions.

In a study of the motor truck situation the Department of Agriculture details some very interesting instances of how the motor truck has increased farm efficiency, developed old markets and established new ones, speeded conversion of raw material into finished products, facilitated marketing and distribution, and made it possible for farmers to take advantage of variations in demand and in price at various markets. In many cases it has made possible a complete movement from shipper to consignee without transfers or reloading.

In Indianapolis, for instance, almost a million hogs were delivered by truck in 1923 or about 95 per cent of the shipments originating within a 50 mile radius. This has made it possible for less-than-car-load shippers to take advantage of favorable price changes and has provided direct access to central markets, eliminating the local hog buyer or "car lot assemblor." Approximately 90 per cent of the milk received by Cincinnati, Detroit, Indianapolis, Milwaukee, St. Paul and Minneapolis is now transported by motor truck.

Many other farm products are efficiently handled by truck, notably perishable fruit and vegetables. Shipments of such goods by truck has provided a continuous supply of perishable foods at smaller towns and has lessened the operating costs of produce establishments by enabling them to replenish stocks at more frequent intervals.

United States Biggest Buyers of Japanese Silk

The Silk Association of America in its report for the year 1924 points out that eight times as much Japanese raw silk was exported to this country as to all of Europe.

The report contains many other interesting statistical compilations on last year's silk activities, among which is a table charting the growth of Rayon production since 1915. The United States production in 1924 reached 38,000,000 pounds or almost six times the production recorded for 1918.

— The right Product
— Markets and Competition
— Sales Methods
— and then Advertising

DORRANCE, SULLIVAN & COMPANY

31 Milk Street
BOSTON



130 West 42nd Street
NEW YORK

bronze in the bushings, but even to the greenhorn these terms sound appetizing. And as indicated in the opening section of this article, there are millions of people who actually know what it means to hone a cylinder or lap a piston pin. And what's more they're telling the world that honing andlapping are mighty good procedures in the right place.

Buyers of higher priced cars are often supposed not to care a rap about these things. "They just buy on looks and general impressions." And yet even a late Wills Sainte Claire advertisement doesn't hesitate to give us a peep into their machine shop:

Just a few of the FINE POINTS of The Wills Sainte Claire Six.

- Water cooled oil, which retains the viscosity of the lubricant preventing frictional wear and carbon.
- Seven Bearing Super-Size Crank-shaft completely eliminating the so-called period of vibration.
- The only six-cylinder engine ever produced in this country with overhead cams and valves.
- Absolutely interchangeable of all corresponding parts, proving the utmost in precision in manufacture.
- The entire overhead mechanism including valves and cams instantly removable.

Some points, then, to be borne in mind when the question arises as to whether technical talk is safe in general publications are these:

1. The great growth in general use of mechanical devices in the home has increased our interest in popular mechanics.

2. A very large section of the general public makes its living through machinery and another large section works in vocations where it is necessary to be handy with tools.

3. Marconi beholding our boys putting together radio sets declared not long ago that we are raising a nation of inventors.

4. Even if the general public does not always understand technical terms, it gains an impression of efficiency from them and the feeling that the manufacturer knows his business.

5. In the United States, home of inventors, machinery isn't mere machinery. It's romance!

Changes in United Publishers Corporation

A. C. Pearson, who has been vice-president and general manager of the Textile Publishing Company, New York, publisher of the *Dry Goods Economist*, has been appointed president, succeeding Charles G. Phillips. This company is a subsidiary of the United Publishers Corporation, of which Mr. Phillips is president and Mr. Pearson, vice-president.

Harry E. Taylor, who has been secretary of the Textile company, is now vice-president. R. B. Thomas, a director, has become secretary.

The Chilton Publishing Company and The Class Journal Company, subsidiaries of the United Publishers Corporation, have been merged under the name of the Chilton-Class Journal Company. C. A. Musselman, who has been president of both companies, is president of the new company.

In addition to the *Dry Goods Economist*, the Textile Publishing Company has been publishing the *Drygoods Reporter*, Chicago, *Drygoodsman*, St. Louis, *Atlantic Coast Merchant*, New York, and the *Pacific Coast Merchant*, San Francisco. The names of these last four publications have been changed and the name "Merchant Economist" incorporated to identify them as a group publication. The four-zone break-up will be continued and the publications are now published under the following names: *Chicago Merchant Economist*, *Southwest Merchant Economist*; *Atlantic Coast Merchant Economist* and the *Pacific Coast Merchant Economist*.

The purpose of this change, according to Mr. Pearson, is to enable feature articles, such as merchandising and advertising stories for retailers, to be syndicated through all four publications while each individual publication will carry news of fashions and other changes in its local territory. Advertising in all four publications will be sold as a unit as well as individually.

New Accounts for Frank B. White

The Kilbride Reed & Fiber Company, Springfield, Ill., and the Northbrook Gardens of Glencoe, Ill., which specializes in the production of peonies and iris, have placed their advertising accounts with Frank B. White, Advertising Advertisers' Service, Chicago.

Rand McNally Appoints J. Walter Thompson

Rand McNally & Company, map engravers and publishers, have placed their advertising account with the Chicago office of the J. Walter Thompson Company, Inc.

Library Associations to Meet

The Special Libraries Association and the New England Library Association will hold their annual meetings at Swampscott, Mass., from June 22 to 27.

The
importance
of the
House
behind
the
Magazine

Houses of Established Repute

*Here are the houses that publish
The All-Fiction Field:*

Doubleday, Page & Company was founded twenty-seven years ago and their position as magazine and book publishers is of the highest rank. In every respect they are one of America's foremost publishing houses.

The Frank A. Munsey Company has been publishing magazines for over forty-five years and the stability and financial strength of this house needs no comment.

The Ridgway Company, established in 1903, is a subsidiary of the Butterick Company, established more than fifty-seven years ago. Few publishing houses have the strength of Butterick—built on the deep foundation of a great merchandising business with branches throughout the Americas and Europe.

Street & Smith Corporation was established seventy-two years ago and today is under the same lineal management as when it started business. Its financial standing is beyond question. Their plant produces over 240,000 magazines each working day—more than 72 million a year. They also publish 12,000,000 books a year.

All-Fiction Field

Read by Everybody—Everywhere

Who Publishes All-Fiction

FROM the beginning of modern magazine making to the present day the pioneer houses that publish the All-Fiction Field have enjoyed an unusually wide experience.

All-Fiction publishers have the dominant advantage of close contact with a market of 2,575,000 American homes whose loyalty has been won and held throughout the years.

Advertisers have long been enjoying this advantage through the consolidation of these publishers in that powerful advertising unit called *The All-Fiction Field* and comprising the following magazines:

Adventure	Munsey
Ainslee's	Sea Stories
Argosy-Allstory	Short Stories
Complete Story	Sport Story
Detective Story	The Frontier
Everybody's	The Popular
Flynn's	Top-Notch
Love Story	Western Story

All-Fiction Field

Magazines of Clean Fiction

What the Reader Pays

Last month the readers of the All-Fiction Field paid \$1,272,370 to read these magazines.

Last month the readers of the American Magazine paid \$551,630 to read that magazine.

The All-Fiction Field

COMPRISING

Adventure

Munsey

Ainslee's

Sea Stories

Argosy-Allstory

Short Stories

Complete Story

Sport Story

Detective Story

The Frontier

Everybody's

The Popular

Flynn's

Top-Notch

Love Story

Western Story

PUBLISHED BY

Doubleday, Page & Co.

The Ridgway Company

The Frank A. Munsey Company

Street & Smith Corporation

MEMBERS A B C

\$3,400 a Page

All-Fiction Field

Circulation 2,575,000

Size as a Pictorial Argument

Great Size Invariably Impresses the Public

By W. Livingston Larned

A LARGE number of illustrations have appeared in recent advertising which startle the reader, because of their disparity with the proportions of perfectly familiar objects. In other instances, the manufacturer has constructed some heroic-sized model which may not be known to the public in general, yet which, because of its intricacies of building, inspires confidence in the regular line.

There recently appeared an advertisement for 3-in-One oil which combines the above essentials. The major portion of the picture is taken up by a reproduction of a window. The headline advises that the window is sixty by sixty-five feet; no ordinary window, it must be admitted. This alone would not attract unusual attention for comparison is necessary to bring out proportion.

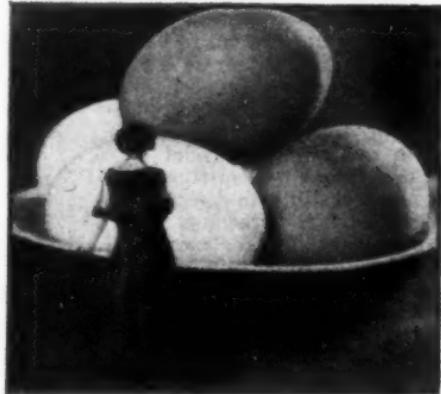
A very high ladder was placed against the panes of glass. On it appears a tiny figure; a woman, busily engaged in polishing the window. She is a mere dot of color against the immense panes.

It is an illustration which intrigues and interests, for the natural question is: "But why such a great window?" The text answers this query when it says:

Think of washing a window over three times as large as the entire front of an ordinary three-story house! Yet that is what every woman, living in an average-size house, has to do, even if she washes her windows only ten times in a year.

Why not make that big job as easy as possible?

Just as amazing, in its way, was an illustration employed this month in behalf of the Gibson refrigerator. That it was photographically produced made it all



*you buy 125 dozen eggs every year, keep them fresher in a Gibson refrigerator



The egg bill for a family of four runs up to at least \$63 a year. Eggs simply must be kept fresh—above suspicion. Can your refrigerator be treated with them always?

Get a Gibson and be sure. The scientific, twelve-wall insulation positively keeps warm air out. The doors lock automatically. The patented, non-clogging, aluminum trap stops heat from coming up through the drain. An air-tight refrigerator everywhere! And it is economical in the use of ice.

The Gibson is easy to clean—always. The seamless, one-piece, crevless interior is a joy to clean. The corners are rounded and there is no dirt to hide. The metal shelves are rust-proof. Sanitary throughout.

Put your faith and fond in the Gibson. The Gibson dealer has a refrigerator at a price to fit every purse. * GIBSON REFRIGERATOR CO., GREENVILLE, MICH. Distributor in all principal cities.

OBSERVE HOW THESE EXTRAORDINARY EGGS ARREST THE WANDERING GLANCE

the more baffling. For here was a most ridiculous juxtaposition of sizes, plus the realism of the camera. A bowl of eggs is shown, and the eggs, when compared with the figure of the small woman standing alongside, are as large as young blimps. They tower high above her head. The copy states:

You buy 125 dozen eggs every year.

The egg bill for a family of four runs up to at least \$65 a year. Eggs simply must be kept fresh—above suspicion. Can your refrigerator be trusted with them *always*?

The illustration is an imagination-teaser. The great eggs in the bowl are a symbol of the aggregate volume of eggs consumed in a year. It was only necessary for the camera to make two separate exposures, and for the artist to do some expert patching. Thus the illusion is secured, but what a wonderful type of advertising appeal it produces, pictorially.

It is very necessary, in planning an advertising illustration, to keep a sharp eye on this matter of comparisons and relative proportions. It is not unlikely that liberties will have to be taken with the exact truth, in order not to dwarf an object or to make it seem clumsily large. It works in both directions.

When original drawings are made of automobiles, for example, the artist must almost invariably make the figures in the machine somewhat smaller than actual size, lest they dwarf the appearance of the car. It frequently happens, in photographing an automobile in which there are figures, that the latter must be painted out and either drawn in, smaller, or prints made from the original, and mounted upon the picture.

An object which is small will seem too large if the same care is not taken. Background effects should be studied with this in mind. Everything, pictorially, is relative. How it looks, as compared with something else, defines its effect on the individual.

Size—that is, great size—invariably impresses the public, and illustrations which elaborate upon this point are therefore doubly engrossing. They present a side of life and of industry which is not known to the majority of people.

For many years the Disston saw has been advertised in general magazines, with an appeal to the carpenter and the home-owner. But the same factory which makes the small hand saws of various kinds also does greater things, and

this may not be known to many folks.

Just as a reminder, an advertisement was used illustrating an immense saw, whirling through a



The biggest and the smallest

The biggest lamp made by the General Electric Company is 30,000 watts, equivalent to 100,000 candles. The smallest is called the "grain of wheat" lamp. It is used in surgical operations on the stomach.

Both are MAZDA Lamps, like the lamps in your home—MAZDA being the mark of the continuous research service centered in the General Electric laboratories in Schenectady.

GENERAL ELECTRIC

ANOTHER METHOD OF USING SIZE AS AN EYE CATCHER

great block of building stone. It was a saw of heroic proportions, ninety-eight inches in diameter, with 180 teeth. Six real diamonds are set in every tooth.

The picture of this mighty cutting instrument, whirling around, is intensified as to size, by the shrewd arrangement of accessories and background. A man, tiny by comparison, stands watching it and even the steel girders are dwarfed.

In a companion advertisement, another giant saw is pictured photographically, as made for timber country. Two small figures are shown measuring it: a 110-inch saw of 675 pounds.

Thus, the carpenter, working with a small hand saw, has the satisfaction of knowing that the factory which produced it, also manufactures these big brothers. It is a good selling argument and never fails to impress.

Mazda Lamps are known most



Tinto Gravure Gains!

THE SUNDAY WORLD TINTOGRAVURE set a new pace in the month of May. In the face of heavy losses in the gravure field, it was the only section to show gains:

The figures:

	Columns	
	Gain	Loss
WORLD GRAVURE	10	—
Second Paper	—	86
Third Paper	—	100

This new process, exclusive with THE SUNDAY WORLD, has completely changed all previous conceptions of gravure reproduction.

It is the last word; the ultimate in faithfulness of color and effectiveness of appeal.



MALLERS BUILDING
CHICAGO

SECURITIES BUILDING
SEATTLE

PULITZER BUILDING
NEW YORK

CHANCERY BUILDING
SAN FRANCISCO

GENERAL MOTORS BUILDING
DETROIT

TITLE INSURANCE BUILDING
LOS ANGELES

everywhere. But it is not so generally known that the same company produces lamps of tremendous size. An illustration recently appeared of a pretty girl holding "the biggest and the smallest lamps" and the contrast was truly startling.

The biggest lamp made by the General Electric Company is a 30,000 watt bulb, equivalent to 100,000 candles. The smallest is called the "grain of wheat" lamp. It is used in surgical operations on the stomach.

The larger lamp has a circumference which dwarfs the figure absolutely, while the smaller lamp is so tiny that it can scarcely be seen as it is held in pinched fingers.

These last two examples are legitimate instances of great size and it was unnecessary for the artist to resort to any of the parcel of tricks which were at his command. But the comparison idea was nevertheless strongly in evidence, as shown by the introduction of the figures and the large and small models.

The motion picture director has borrowed a leaf from the artist's book, in making things seem what they are not, visually. A troupe of midgets was featured in a unique scenario, and in order to make them seem even smaller than they actually were, special sets and props were constructed for them, enlarged as to relative proportions. Chairs were just twice as large as the ordinary chairs, and all other accessories were based on this same idea.

As a consequence, the figures looked astoundingly small. But people who saw the picture never realized how this optical illusion was secured.

On the other hand, where a star is small as to stature, the remaining members of the cast are shrewdly selected to nullify this. Every member of the cast will be small as well. Then the little star will seem in natural proportions.

In an advertisement for Black & Decker drills, the point was made that the product has country-wide distribution and is the

biggest thing of its kind on the market. The manner of preparing the illustration is interesting to those who do not know how it is accomplished. This picture shows a giant drill, on its side, lying in an immense tract of factory atmosphere. Apparently, it is a drill so large, that it reaches for miles, from one manufacturing centre to another.

The illustration was made in two sections. First, the artist made a pen panorama of the landscape, keeping in mind that the drill was to be super-imposed over it. Then, a drill was photographed in the correct perspective, and the print made of such a size as to fit into the composition. The print pasted down, retouching was added, in order to assure a perfect fit. Then a shadow was air-brushed over buildings and streets, mountains and factories, that the drill might seem to be actually resting in the midst of this great spread of structures. Where chimneys appeared, smoke rose from them and was allowed to run over the surface of the photograph.

In its plated form, the illusion was complete. The drill seemed miles in length.

Atlantic City Papers Merged

The Atlantic City, N. J., *Gazette-Review* and the *Sunday Gazette* have been sold to the Press-Union Publishing Company, Inc., and have been merged with the *Atlantic City Press*. The *Sunday Gazette* is now called the *Sunday Press and Sunday Gazette*. Harry E. Smith, president of the *Gazette Review* Company, is publisher of the combined Sunday newspaper.

R. A. Wright with W. J. Morton Company

Robert A. Wright has joined the New York staff of the William J. Morton Company, publishers' representative. For the last two years he has been with the advertising department of the *New York World*.

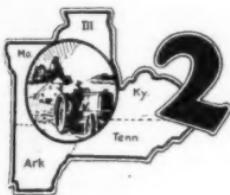
Metal Specialties Account for Walter A. Allen

The Mattatuck Manufacturing Company, Waterbury, Conn., manufacturer of metal specialties, has appointed The Walter A. Allen Agency, Inc., Hartford, Conn., as advertising and sales promotion counsel.

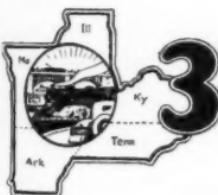
Five reasons for "good business always" in The 49th State



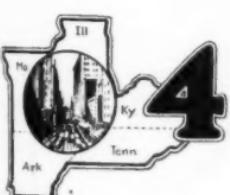
The wide diversity of industries insures economic stability. The 49th State is both a producer and a converter of raw materials. A world leader in many lines. Steady employment. Wealth well distributed.



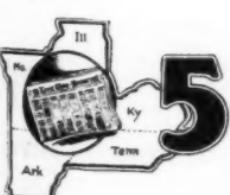
Here is one of the richest agricultural districts in the world. A many-crop region—not dependent on any single crop. Big producer of corn, wheat, fruit, poultry, live stock.



Accessible . . . St. Louis, the metropolis, is overnight from 16 outside states. The center of the nation, served by a net work of railroads, interurban lines, and highways. . . . And traversed by our greatest rivers.



More than 40,000 retail outlets serve the people of the 49th State. Live, aggressive commercial organizations. . . . With sound, well-established banking institutions.



. . . And one great newspaper influences this entire district. For news and views, and as a buying guide, the St. Louis Globe-Democrat is the great monitor of The 49th State. How natural that this market should rank so high.

Well enough is not good enough for FOODS

EVERY food manufacturer knows the general conditions which affect sales of his product. But for cold-blooded knowledge of exactly what papers will move food stuffs best in any market—ask the Chain Stores.

Well enough is not good enough for them. Their selling efforts continue six days a week and fifty-two weeks a year. Advertising and sales are never separated far enough to cloud cause and effect.

And these advertisers use the Evening Journal more than they do any other paper in New York—morning, evening or Sunday. They do this because it produces the sales volume and net profits they want; and it does so because every family buys food and the Evening Journal goes into the homes of 43 out of every 100 families who read any New York evening newspaper.

Look at the food lineage for example:



The NEW YORK EVENING JOURNAL publishes more Food Advertising than any paper in New York and has the same record for practically everything a family buys.

C

NEW YOREVE

Largest evening circulation in America

Selling FOODS in New York

*How Grocery Chain Stores and
Food Manufacturers invest their
advertising lineage:*

GROCERY CHAIN STORE LINEAGE

Stores include:			
A. & P.	Daniel Reeves	Bohack	
Andrew Daveys	Sheffield Farms	Federal	
Gristede	United Chain	Buschbaum	
Oppenheimer	Stores	Butler	

Paper	1924	1st Quarter 1925
Journal	142,100	35,024
Evening World	104,343	24,627
Sun	79,108	23,797
News	54,842	14,515
American	38,181
Times	1,776
Tribune	1,764
Mail. }	1,475
Telegram }	1,405
World	1,040
Post	776

TOTAL FOOD LINEAGE, 1924

Evening	Morning	Sunday
Journal ..621,802	News ...232,156	American..173,752
Sun546,002	Times167,162	World120,776
World524,920	American..127,222	Her. Trib.. 79,576
Tel. Mail..164,406	Her. Trib..123,168	Times39,956
Post47,008	World68,500	News11,102
Bulletin .. 4,192	Mirror ... 7,878	

TOTAL FOOD LINEAGE, 1925

(1st quarter)

Evening	Morning	Sunday
Journal ..157,590	Her. Trib.. 38,312	American.. 39,310
Sun136,104	American.. 31,158	Her. Trib.. 14,142
World116,524	Times29,770	World12,268
Tel. Mail.. 35,724	World23,742	Times11,456
Post 15,960		

Evening JOURNAL
circulates America—and at 3c a copy



Half a Million Farm Troussaux

Five hundred thousand or more farm girls will become brides this year. They will carry into their new homes the buying habits acquired in their own families.

Thousands of these brides are from THE FARMER'S WIFE big family of more than 750,000. The manufacturer who has sold his product to these girls through THE FARMER'S WIFE has a big advantage in building trade in the new homes.

Keep in your mind the farm weddings of all the years to come. Sell these young women early in life through their own special magazine

THE FARMER'S WIFE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS
St. Paul, Minnesota

Western Representatives

Standard Farm Papers, Inc.
307 North Michigan Ave.
Chicago, Illinois

Eastern Representatives

Wallace C. Richardson, Inc.
250 Park Avenue
New York City



Members Audit Bureau of Circulation

Hammering Brass Tacks into Flaccid Copy

The Specification Chart Can Be Used in Almost All Businesses

By Richard Surrey

EVERY advertising man, at some time or another, I suppose, has experienced the sort of mood which prompts him to go through the pages of some periodical, carefully ignoring the reading matter and giving close attention to the advertising.

Often, it is an open-minded mood. Away from the shop, and with thoughts detached from the grind and the seemingly petty details of one's own advertising task, the advertising of non-competitive industries presents an exhilarating spectacle.

For one thing, you see it whole and complete. You are not aware of all the blue pencil marks that have obliterated whole paragraphs of the copy. You cannot calculate how much Chinese White has been used to paint out unhappy bits of background in the art work. There is nothing there to tell you what the typographer's bill amounted to for resetting.

You see a handsome, finished job. And because you have not gone through the throes of preparing it, and don't feel sick and tired of it before it appears in print, you are likely to view it a trifle enviously.

You are likely to say: "Gosh! I wish our product lent itself to advertising like that."

The envy, if there is any, is more likely to arise from a perusal of a really specific piece of copy than from any other kind. There is no thrill like the feeling of a man who discovers a new use for his product, or a new talking point for it. If he can enumerate six or eight sound selling points or a good round dozen uses, he feels that he has the basis of a corking campaign. If these points or uses are distinct enough so that he can illustrate each separately, or group

them in some kind of panel or chart, or get out a booklet with some such title as, "Twenty-one Better Ways to Darn Stockings," he is inordinately happy.

The nearer we can get our selling proposition to a mathematical formula the better we like it.

Say what you like about selling the intangibles - most of us prefer brass tacks. We like to say, "First — Second — Third." We like to spread out our fingers and announce five or ten reasons why anyone should buy what we have to sell.

And if we can list these reasons, or, better still, chart them, in sales manuals, in business-paper copy, or in consumer advertising, we feel that we have scored a victory.

AN UNEXPRESSED WISH FOR CHARTS

Many an advertising man, I suppose, has looked at the specification charts used in the advertising of oil and of paper—to mention only two products that employ such charts extensively—and has wished that the goods he has to advertise could be put to as many uses, so that he could introduce into his copy a similar sort of chart.

How many advertising men have experienced this yearning, I wonder?

I wonder, too, what proportion of those who have experienced it have ever asked themselves the broad question: "How many businesses can use a specification chart?"

After asking myself that question, and collecting examples of such charts from the advertising of a great variety of industries, I am inclined to put the question the other way.

"Are there any businesses that

cannot use a specification chart?"

For a while I doubted it, but the new campaign for Life Savers has removed all skepticism.

If there is a product under the sun that would appear, at first sight, to possess no specific uses, surely it is a packaged candy selling at five cents to all classes of people. And yet the new copy is specific.

One advertisement suggests Peppermints for indigestion.

Another suggests any of the flavors to freshen the mouths of smokers between cigars.

Another suggests Life Savers for the kiddies because they are hard, are eaten slowly, leave no sticky debris to cling to teeth, and provide sugar for the system without upsetting youthful stomachs.

In other words, if they wished to, Life Savers, Inc., could easily produce a specification chart that might bear some points of resemblance to those made familiar in the advertising of writing paper and of automobile oil.

NEW COPY STYLES FOR CIGARS

A cigar campaign that has just started in Canada is another interesting case in point.

Most advertising men in the tobacco industry seem inclined to throw up their hands when it comes to copy. Usually, they are long on art ideas and short on copy ideas. "Reminder stuff," they sigh. "That's about all we can do."

And the general run of cigar copy stresses satisfaction—ruddy-faced man with a broad smile—or popularity—swell hotel, ball game, or something of that kind.

But whoever thought of uses for a cigar?

Well, the Tuckett people did. They have started a campaign which suggests that a man should always have a cigar or two in his pocket to give away in exchange for courtesies that cannot be paid for. The first advertisement, reproduced in a trade paper announcement recently, shows a man returning a lawn mower he has borrowed. Specialized copy is announced for motoring papers,

in which the various little courtesies which motorists extend to each other are repaid by a cigar.

It is not difficult to imagine how these uses for cigars could be brought together into some sort of specification chart—possibly with a semi-humorous flavor.

At any rate, when a five-cent packaged candy and a moderate-priced cigar can be brought within this distance of a specification chart, who is there who should despair?

Then there's rouge and powder.

A year or so ago, the correct thing in the advertising of such products was art-work of a distinctly Frenchy atmosphere—mermaids, or nymphs or *grand dames* lounging in luxurious boudoirs—with very little accompanying copy—eight French words to every five English.

Then, the Pompeian company, to name only one, broke away from the exclusively glamorous and emotional appeal of most rouge and powder advertising. They injected the mathematical note with a heading which read, "Seven women out of ten are using a wrong shade of face powder."

"The shade of powder you should use," read the copy, "depends on the natural tone of your skin. In a general way, there are four distinct tones of skin—the medium, the very dark, the white and the pink skin. And because of this fact there are four shades of Pompeian Beauty Powder—a right shade of powder for every typical skin."

Below this paragraph there were listed, with accompanying suggestions—the Medium Skin, the White Skin, the Pink Skin, the Olive Skin.

The company has now carried the thing a step further, and in at least one advertisement I have seen, a column at the right, separated from the main display, is headed: "A Powder and Rouge Chart." Here, the same differences and the same uses for various shades of the company's products are set out with the

Nearest the home --- and the heart

IN New Orleans, where numerous kinships and a wide range of acquaintance is the rule rather than the exception, The Times-Picayune is the medium for the great majority of obituary, birth, engagement and marriage notices.

These notices occupy a regular place on page 2, and rival much of the editorial contents in reader interest.

Orleanians chronicle these three important events—birth, marriage and death, in the paper they know is read by their relatives and friends—the paper nearly everybody reads.



The Times-Picayune

FIRST FOR THE SOUTH

Representatives: Cone, Hunton & Woodman, Inc., New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta; R. J. Bidwell Co., San Francisco and Los Angeles

exactitude of a mathematical formula.

When the balloon tire war was at its height, the Miller Rubber Company ran an advertisement containing a table showing the prevailing sizes of ordinary tires, together with the sizes of Miller balloon tires for small wheels, and another column of sizes for present rims.

The Hood Rubber Products Co., Inc., did the same thing, only more elaborately. It illustrated and listed sizes of full balloons, semi-balloons and three-quarter balloons, with "present sizes" listed in adjacent columns.

EVEN COFFEE HAS ITS CHART

That sounds a little obvious, perhaps. But what about coffee? What possibility exists for a specification chart concerning coffee? Turn up *PRINTERS' INK* for July 3, 1924, and glance at the chart reproduced on page 118. This diagram was divided into twelve sections, four in a row, three deep. In each was a silhouette of a head. Down the side were the words, "Milder—Average Strength—Stronger." Across the top were the words. "Percolator—Standard Coffee Pot—Drip Method—Triculator."

Under each head directions were given for the use of a specific amount of M. J. B. Coffee to be used in order to satisfy the three varieties of taste by the four methods of coffee-making. It was called a "taste finding chart," and the copy made it sound like a game or a treasure-hunt, with the probable result that consumers learned to use the product more correctly and found it more satisfactory than before.

Advertising, probably more than any other influence, is causing the consuming public to develop the rudiments of this type of mind in respect, at least, to products involving a considerable outlay. And even in respect to articles in everyday use, costing only small sums, the introduction of scientific methods of measuring or using the product has increased the effectiveness of advertising.

The employment of recipes in

the advertising of all kinds of food products, and of knitting directions for different kinds of scarfs and sweaters in the advertising of yarns, is a step in this direction. They are, in effect, specification charts which not only suggest numerous ways in which the product can be used, but also serve to educate the customer as to the correct methods of using the product—a problem many manufacturers have to face, for incorrect usage leads to dissatisfaction and loss of repeat orders.

The Borden Company issues booklets and runs publication copy containing a daily menu for babies during various periods of their infancy. It also employs an age, height and weight table, with the emphasis on underweight.

Not so long ago the Pennsylvania Grade Crude Oil Association ran an advertisement containing a humorous illustration of a doctor and headed: "Upkeep Chart for Car in Normal Health." The items listed included, Gasoline Costs, Insurance, Depreciation Costs, Repairs Cost, Tires Cost, Garage Costs, Taxes, Oil. The last mentioned item was shown to constitute only 2 per cent of the total upkeep.

This was not strictly a specification chart, but it had something of the same effect. It introduces a measured, ordered, scientific aspect of the buyer's problem.

The Sherwin-Williams people call their specification chart a Household Guide, which is a better name for their purposes than a more scientific term would be. It is interesting to note, by the way, that these Sherwin-Williams guides are now being issued for specific industries. A guide, similarly arranged to the one that has been popularized through large consumer advertising, has lately been run in trade-paper copy addressed to the petroleum industry. Another has been compiled to aid municipal bodies in their decisions as to the kinds of paints needed for certain classes of work. I am told that the company intends eventually to produce guides for each important industry that con-

What Reid, Murdoch found out about BOSTON

IMPORTERS

OFFICERS.
H. WARMSTRONG, PRESIDENT
S. E. STILLE, V. PRESIDENT
JOHN MACRAHON, V. PRESIDENT
J. H. PEARSON, TREASURER
E. G. WIDMANN, SECRETARY
G. C. LEFFINGWELL, ASST. SECRETARY

MANUFACTURERS



COFFEE ROASTERS

DIRECTORS:
J. J. DAW
S. M. STEPHENS, CHAIRMAN
H. W. WARMSTRONG
JOHN MACRAHON
S. E. STILLE
G. F. STILLING
G. I. BUNDQUIST
W. H. H. HARRIS
W. A. NORMILE

Reid, Murdoch & Co.

SUCCESSORS TO
WILLIAM M. FLANDERS CO.
175 ALBANY ST. CAMBRIDGE STATION
BOSTON, MASS.

May 9, 1925

The Boston Herald-Traveler,
Boston,
Massachusetts.

Gentlemen:-

We wish to express our appreciation to you for your whole-hearted support in making our recent advertising campaign conducted exclusively in the Sunday Herald and Herald-Traveler, a great success.

Over five thousand of New England's most progressive grocers are now carrying Monarch Food Products. The Herald-Traveler merchandising co-operation and advertising helped us greatly in securing hundreds of new distributors.

Everywhere we went in New England we found the independent retail grocer keenly interested in the fine work you have been doing in your Better Homes Bureau Test Kitchen, and this medium was of great assistance to us in demonstrating to the New England Housewife the superiority of Monarch Food Products.

Very truly yours,

REID, MURDOCH & CO.,

M. B. Nelson
New England Manager



THE BOSTON HERALD-TRAVELER

Practical Cooperation

Theoretical analysis of markets play no part in the program of this newspaper Sextette: BOSTON AMERICAN, CHICAGO EVENING AMERICAN, DETROIT TIMES, ROCHESTER JOURNAL, SYRACUSE TELEGRAM and (Milwaukee) WISCONSIN-NEWS.

Practical sales cooperation, by one organization representing these six evening newspapers, is now available. This organization, by repeated contacts with jobbers and retailers, knows definitely how to make advertising dollars produce sales.

Standardized Merchandising Service is offered by this Sextette—intelligent

DETROIT TIMES
BOSTON AMERICAN
WISCONSIN NEWS (MILWAUKEE)

by Six Newspapers

service based on real knowledge of advertising principles. Actual, not hoped-for dealer cooperation, efficient field work and real counsel is offered rather than theoretical analysis or haphazard guess work.

Representatives of this newspaper Sextette welcome an opportunity to explain more fully how *they* fit into *your* advertising program.

Detailed information, as to rates and circulation of the newspapers in this group, may be obtained by addressing offices listed below.

EASTERN OFFICE	WESTERN OFFICE	NEW ENGLAND OFFICE
2 Columbus Circle	Hearst Building	Hearst Building
New York	Chicago	Boston
R. E. BOONE	H. A. KOEHLER	S. B. CHITTENDEN

**ROCHESTER JOURNAL
SYRACUSE TELEGRAM
CHICAGO EVENING AMERICAN**

sumes large quantities of its products.

Once the specification idea is applied to a business there is usually little difficulty in working out the details. The most diverse businesses are adapting the table or chart principle in their advertising with extremely satisfactory results. The review of examples commented upon in this article does not pretend to be exhaustive, and yet it covers such unrelated lines as—candy, cigars, rouge and powder, tires, coffee, lumber, canned fruits, yarns, bread, canned milk, oil, paints and varnishes, and writing papers.

With these diversified examples in mind the specifically-minded advertising man should be easily encouraged to work out some sort of specification chart—some sort of ordered, measured plan of presentation of the uses of his product—which will suit the peculiar possibilities or limitations of his own business.

H. F. Howard with York Corrugating Company

H. F. Howard has been appointed sales manager of the York Corrugating Company, York, Pa. He was formerly with the Wire Wheel Corporation of America, Buffalo, N. Y. The York company plans to put a new disc wheel on the market, designed especially for passenger cars and taxicabs.

M. C. Williamson Joins Bausch & Lomb

Milton C. Williamson has been appointed assistant advertising manager of the Bausch & Lomb Optical Company, Rochester, N. Y. For the last eight years he has been advertising manager of the Wollensak Optical Company of that city. Mr. Williamson is succeeded by Andrew Wollensak, Jr.

Appointed by Pueblo "Star-Journal"

The Pueblo, Colo., *Star-Journal* has appointed Ralph N. Mitchell, publishers' representative, Kansas City, Mo., as its representative in the Middle West.

Joins Corday & Gross

A. M. Cheney, formerly of the advertising department of The Cleveland Trust Company, has joined the copy staff of The Corday & Gross Company, Cleveland, producer of direct-mail advertising.

Westinghouse Electric Merchandising Department Moves

The merchandising department of the Westinghouse Electric and Manufacturing Company has been moved from New York to Mansfield, Ohio. J. S. Tritt, who has become general manager of the merchandising department, has moved his headquarters and entire staff to Mansfield, where he will direct all activities.

Mail Advertising Service Association to Meet at Boston

The annual convention of the Mail Advertising Service Association, Inc. will be held at Boston on October 26 and 27, the two days preceding the convention of the Direct-Mail Advertising Association. Herbert F. Lewis, of the Charles Faist Company, Philadelphia, has been appointed chairman of the convention committee.

Railway Association Adopts Campaign Slogan

The American Railway Association has adopted the slogan, "Think, Driver, Think!", to be used in connection with a safety campaign which will be started this summer. A poster has been designed bearing this slogan and depicting a wrecked automobile at a country crossing. This poster will be distributed throughout the country during the campaign.

New Account for John G. Krueger

The International Ticket Company, Newark, N. J., manufacturer of theatre tickets, coupons, tags, etc., has appointed The John G. Krueger Advertising Agency, of that city, to direct its advertising account. Business-paper and direct-mail advertising will be used.

Trunk Account for Denver Agency

The Shwayder Trunk Manufacturing Company, Denver, Colo., has placed its advertising account with the Earl A. Pivin Company, advertising agency of that city.

Burton R. Freer to Represent "The American Mercury"

Burton R. Freer, Ltd., publishers' representative, Chicago, has been appointed Western representative of *The American Mercury*, New York.

San Francisco "Chronicle" Appoints E. C. Griffith

E. C. Griffith, former publisher of the Seattle *Post-Intelligencer*, has been appointed advertising manager of the San Francisco *Chronicle*.

—Devoted to the interests of
owners of better-class homes,

THE CLASS GROUP

ARCHITECTURE

ARTS & DECORATION

COUNTRY LIFE

GARDEN MAGAZINE
& HOME BUILDER

HOUSE BEAUTIFUL

COLOR INSERT PAGES
AQUATONE PROCESS INSERTS

Walter Ullmann Inc.

565 Fifth Avenue New York

Boston Office, 194 Boylston Street
Travers D. Carman, Mgr.

Western Representative, Fred H. Ralston Co.
17th Floor Tribune Tower, Chicago

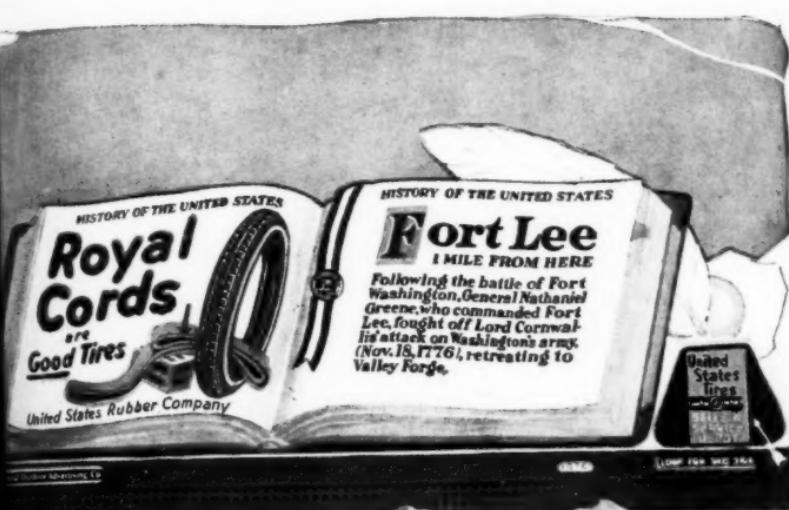


RUBBER tires or corn flakes, life insurance or garden hose, whatever you have to sell—the owners of the 17,591,891 motor cars registered in the United States constitute a market with money to buy your goods. Outdoor Painted Display on the streets and motor highways is the most direct and economical advertising route to this great market. This Company is completely equipped and competent in every respect to plan and execute your campaign, either on a nation-wide basis or concentrated in particular localities.

General Outdoor Advertising Co.

550 West 57th St., New York City

Branch Offices in 52 other cities





You—or your Competitor?

**Whom does the dealer select
to meet the customer?**

The hardware dealer has a lot to say about the brands he sells. A word from him goes a long way. He says that word for the products that he knows the most about.

Even the biggest national advertiser needs the interest and the goodwill of the merchant. Advertising in **GOOD HARDWARE** will help you get it. It has

complete coverage. It reaches all the hardware dealers and all the hardware jobbers. **It is read in more hardware stores than any other magazine published.**

Send for our new stenographic report on "Two Hours Conversation in a Hardware Store." It gives unvarnished facts on the influence of the hardware merchant.

The Butterick Publishing Company, 912 Broadway, New York City



Manufacturers' Salesmen and the Association Campaign

Why There Cannot Be Too Much Teamwork among Rival Salesmen

By Martin Hastings, Jr.

MANUFACTURERS are now co-operating in practically every way, except in their selling. Advertising co-operation is common. Manufacturers are also co-operating in the direction of production and finance. Associations have succeeded in getting their members to standardize lines, cut down superfluous numbers, to exchange credit information and to do dozens of other things.

But when it comes to the selling end of business, co-operation usually ceases. By the selling end, I mean the work that is carried on through salesmen. Though the manufacturers in an industry may be as companionable in most respects as peas in a pod, when they send their representatives to call on the trade, it is a case of every man for himself and the devil take the hindmost.

To be sure, there have been many attempts at selling co-operation. In a few minor ways some of these attempts have been resultful, but I know of no important example of competing manufacturers selling together as they are often found advertising together.

The open price association, which was in so much favor two or three years ago, was a decided step in the direction of selling co-operation. This tendency was checked, however, when Uncle Sam frowned on these bodies. That is one of the difficulties in the way of co-operation among salesmen. Should the co-operation be carried so far as to savor of the restraint of competition, legal obstacles at once arise. The recent decision of the Supreme Court giving a new lease of life to data-exchanging associations will not, in my opinion, cause any great revival of co-operative selling tendencies.

But the legal barriers against competing salesmen becoming too chummy are not nearly so serious

as the natural barriers, set up by Old Man Human Nature, himself. A good salesman is temperamentally an individualist. The selling temperament is essentially selfish. A salesman cannot be his brother's keeper and at the same time make his quota. If he allows himself to show too much generosity toward a competitor's line, he may find the competitor getting the order.

Of course, it would be erroneous to say that competing salesmen never work together. Not so many years ago there was a sort of rough-and-ready bonhomie among rival salesmen, which has largely disappeared in recent years. Competing travelers finding their routes running parallel for several days or perhaps weeks would agree on a working arrangement that would keep them from cramping their styles or ruining their acts. For instance, they would meet in the morning at the hotel breakfast table and divide the town's prospects between them. Perhaps one salesman would agree to take one side of the street and his rival the opposite side. After making their calls, they would meet again and exchange information as to who and what they sold and maybe give some idea of the prices quoted. Then they would exchange sides. The salesman who previously worked the south side of the street would take the north side, calling only on the dealers his rival did not succeed in selling. Twenty years ago practices of that sort were almost as common as salesmen. Modern sales management, however, no longer tolerates this practical comradery, whether rightfully or wrongfully I am not prepared to say.

Eliminating these old, clumsy, co-operative practices has probably made selling more aggressive. Certainly it has placed salesmen

under better control and has made selling less of the hit-or-miss proposition that it once was. On the other hand, the present lack of the work-together spirit among competing salesmen has, to a certain extent impeded the progress of the co-operative movement in industry. This is particularly the case where manufacturers have allied themselves in associations for advertising and trade promotion. It is to be regretted that so many of these association campaigns fail. They fail for various reasons. Prominent among the causes, however, is the failure of the associations to get the support of the salesmen of their members. In conducting the independent campaign of a manufacturer, it is now regarded as an absolute necessity that his salesmen be enlisted in supporting it. A campaign may succeed without support from the salesmen, but it is weakened to the extent that it is not merchandised to the trade. This is now one of the axioms of advertising that no one contests.

Well, if sales and merchandising support is good for the private campaign, why is it not also good for the association campaign? Of course it is. I am all the more convinced of this as a result of a little scouting I have recently been doing on this subject. It is certainly more than a coincidence that the associations of manufacturers that have succeeded with their advertising efforts are the ones that consistently follow some plan not only to keep the members' salesmen and distributors in touch with the advertising, but also to get their active support for it.

There is, for example, the Wallpaper Manufacturers' Association. Its advertising has accomplished much during the past few years. The backbone of the organization's plan for getting the salesmen of its members to co-operate is the monthly magazine, "Wallpaper," which is subscribed to by practically every salesman in the industry. The publication performs the usual mission of a business paper in supplying news of the trade and in giving plans for the promotion of business and in

furnishing fact stories as to what enterprising concerns in the industry are accomplishing.

As is the case with most associations, the Wallpaper Manufacturers' Association has no direct contact with all of the salesmen in the industry for the reason that they are not at all accessible. C. W. Cousens, advertising director of the association, says that the vast majority of traveling men in the industry represent distributing houses. He adds: "Only a relatively few travelers represent the factories direct and since this is an association of manufacturers, we have to reach the majority of salesmen through their wholesale employers, many of whom we can only partially count upon to tie up actively with our work.

"On the other hand, the larger wholesale distributors are just as actively interested in our program as are the manufacturers themselves, and we have had a very fair measure of success in securing their co-operation to help us tie up their salesmen with our work.

"Whenever new dealer helps are prepared—booklets, electrotypes, window posters, etc.—we shoot them out with a covering letter directly to our entire list of salesmen. At the same time we address a similar letter to the various distributing firms telling them what we are doing and ask them to personally address their own men, instructing them to carry on as we have outlined."

Several associations find the industry's annual convention a good time to sell their advertising to the trade. The wallpaper industry, for one, meets in New York City each year. Practically every important salesman in the business attends this meeting. The association takes this opportunity to tell its story to those in attendance.

As a rule, a company is represented in its association by one of its officers. The association's membership is therefore made up of these various principals from different concerns. In some associations there are subsidiary groups, composed of sales managers, advertising managers or other specialists from the member

BOUGHT on one day
By 4,750,000 families!
Read on one day
By 16,000,000 people!

More people
Respond to advertisements
In the
American Weekly Magazine
On one day

For those reasons!

And eight dollars a line
Is all it costs
To tell your story!



The American Weekly

A. J. KOBLER, Mgr.

9 East 40th St., New York

THE AMERICAN WEEKLY is distributed with the
following Sunday Newspapers:

New York—American
Boston—Advertiser
Washington—Herald
Atlanta—American
Syracuse—American
Rochester—American
Detroit—Times
Milwaukee—Sunday Sentinel & Telegram

Chicago—Herald and Examiner
Seattle—Post-Intelligencer
San Francisco—Examiner
Los Angeles—Examiner
Fort Worth—Record
Baltimore—American
San Antonio—Light

"If you want to see the color of their money—use 'color'." A.J.K.

companies. Where these sales and advertising manager groups exist, they can do much to win the help of salesmen and distributors for the work of the association.

Randolph Branner, until recently advertising manager of the Davenport Bed Makers of America, and now with a furniture manufacturer in a similar capacity, tells me that this matter of getting the co-operation of the manufacturers' salesmen is one of the most difficult problems that he was called on to solve. He attempted several methods and the association is now using a plan which seems to be satisfactory. At the outset of the campaign the association furnished leather portfolios to the manufacturers' salesmen for which it supplied material in loose leaf form. It found, though, that most of the salesmen did not like the idea of carrying portfolios. Neither did the manufacturers appear to be very enthusiastic about promoting the plan to their representatives. So, more than a year ago, the portfolio idea was discontinued. In its place the plan of writing letters frequently to all the salesmen was adopted. At the same time a different series of letters was written to the manufacturers asking them to do certain things which would mesh in with what had been written to the salesmen.

"The association's letters to the salesmen consist chiefly of plans briefly discussed by which they can promote the sales of Davenport beds for retailers," writes Mr. Branner.

"The thought was, and still is, that the most effective way to sell goods to the dealer is to sell goods for the dealer. We do not propose that the manufacturer's salesman should go on the dealer's floor and do the selling. But we do believe that a salesman who leaves behind him an idea that is instrumental in increasing the dealer's sales will find a more ready welcome on his return, and a better chance of securing an order."

The association does not believe that each manufacturer will adopt its ideas literally, but it knows from its experience that they will

adopt the spirit of the ideas and then work them over in their own way. This gives each company's method the stamp of its own individuality and is much better than if all members of the association did no more than to issue a carbon copy of its plans.

THIS PLAN HAS SEVERAL USES

The Cast Iron Pipe Publicity Bureau has a plan that is used by several associations. Each month the Bureau gets out a broadside in which are incorporated reproductions of the various advertisements that have been run during the month. The broadside contains other material in addition. These broadsides are mailed by the sales manager of the member companies to all of their salesmen. The men are told that they can have as many additional copies as they may wish. The result of this is that where there is an important piece of construction under consideration in a man's territory, he is likely to have copies of the broadside distributed among prominent citizens of the community.

As I said, several associations follow essentially the same plan. Among them is the Associated Tile Manufacturers. It keeps the salesmen of its members supplied with a complete set of all association publications and bulletins. It believes it should be doing more along this line and is at present considering several plans.

Several organizations find that it is not feasible for them to have too much direct relationship with the salesmen of their members. For example, Ralph P. Stoddard, secretary-manager of the Common Brick Manufacturers' Association, tells me that its immediate job has been to get the manufacturers, themselves, interested in the merchandising which the association is doing. To this end it has been supplying them with all sorts of literature and with suggestions for advertising and promotion. The manufacturers are then supposed to pass on this same sort of information to their salesmen. Many of the manufacturers accept these suggestions and

(Continued on page 81)

*J*these nationally known foods and beverages are being advertised in the Kansas City Journal-Post at the present time:

Lea & Perrins Sauce
 Nu-Grape
 Puritan Malt
 Post's Bran Flakes
 Prairie Rose Butter
 Lee's Coffee
 Golden Wedding Coffee
 Horlick's Malted Milk
 California Lemons
 Meadow Grove Cheese
 Hills Bros. Coffee
 Vens Mints
 Calumet Baking Powder
 Heinz Baked Beans
 Gold Medal Flour
 Pet Milk
 KC Baking Powder
 Blatz Malt

To increase sales in the Kansas City territory, food advertisers use the newspapers that are consistently creating and holding the interest of housewives. The Journal-Post with its morning and evening Women's Pages and Wednesday and Saturday Food Pages enjoys this exceptional interest. The Food Pages are unique in that they offer the only editorial help to housewives on the buying, preparation and serving of foods.

Merchandising Cooperation for Advertisers

Kansas City Journal-Post

VERREE & CONKLIN, Inc.

New York

Chicago

Kansas City

Detroit

San Francisco



902,903

copies each weekday was the average net of the largest daily circulation in America for 1925—a new high record.

The average Sunday circulation of the Sunday News was 1,111,000 copies, one of the largest Sunday circulations in America.

The I. D. C. I. A.

The Largest Daily Circulation in America is also the largest circulation in New York by about three hundred thousand copies—and the largest *morning* circulation in New York by more than five hundred thousand copies. The Daily News consequently is the greatest selling force in the New York market—and the most economical. Get the facts.

THE DAILY NEWS

New York's Picture Newspaper

1 Park Plaza, New York

Subscriptions, \$1.00 a year. Single copies, 10¢

again



For the month of
May The New York
Herald Tribune
made the largest
advertising gain
of any New York
newspaper.

largest
advertising
gain in
1924

The New York
Herald Tribune

pass them on. A number of them hold sales meetings in which the work of the association is explained in detail. Members of the association staff are frequently asked to speak at these sales meetings. It is a common thing for members to ask for enough proofs of advertisements or of other literature for each of their salesmen. The association officials have every reason to believe that this work with the salesmen, indirect though it has been, has been very resultful. For one thing the salesmen in the industry are today using an entirely different kind of sales argument from what they used a few years ago. Then the talk was altogether of brick and the cheap prices at which it could be sold. Selling was largely a matter of quoting a low price. Today the sales argument has been switched to the larger idea of building and to the part that brick plays in modern construction.

The problem of the American Face Brick Association is very much the same. Both the problems and the products of the members differ so much that no ready-made plan that the association might offer would fit every case. The association does try, however, to supply its members with an abundance of help which they can relay both to their salesmen and their trade.

The Copper & Brass Research Association has an elaborate system of furnishing its fabricator and merchant distributor members with sales leads. The distribution of leads received from advertising among members is a snag that some associations have not been able to get around. If members are operating in the same territory, there is bound to be jealousy if a good lead is given to one and not to the other member. However, if the association's members deal in a commodity or raw material rather than in a finished product, the difficulty of handling leads is not so great.

It is a significant fact that many of the most successful advertising associations are in commodity fields. Inquiries addressed to commodity associations are likely to be

of such a nature that they can be answered with commodity information and not product information. For instance, consumers who write to a lumber association do not as a rule ask about the product of any particular mill or company. They want information about the lumber as a material and how it can be used in the particular building which they have in mind. Inquiries of this type are not hard to handle. They can be handled by the association itself. There is no need to refer them to the individual members at all. If advisable they can be referred to dealers in the community from which the inquiry arises. The question of the brands of individual members, even though there is such a thing, need not come up at all.

EFFICIENT FOLLOW UP

Much of the success of the work of the Copper & Brass Research Association is due to the way it handles leads. Much of its effort is directed toward creating sales leads. It has an elaborate system of distributing these leads among its fabricator and merchant members. The leads are obtained in the first place from newspaper and periodical advertising as well as from direct-mail promotion. The association subscribes to the service of the two concerns which supply names of prospective builders and besides has its own Pacific coast service. The names received from these services are followed up. If the prospects are interested in the commodities of the association, they are asked to send in a postal which is provided for the purpose. Eventually all of these leads are turned over to the members of the association, who in turn give them to their salesmen for distribution among customers in the territories from which the inquiry came. The association claims that where these are genuine leads more than 90 per cent of them are turned into orders.

Of course, there is no better way to co-operate with salesmen than to turn over to them advertising leads that they are able to develop into sales. A salesman will always

be enthusiastic about co-operation of that sort. Unfortunately, though, as I have already pointed out, the parcelling out of leads among rival salesmen which are received from a co-operative campaign is one of the most difficult things in the world to do.

THE BEST EXAMPLE

I have been saving my best example for the last. As it excels in so many other respects, I think I may make bold to say that the Save the Surface Campaign, representing the paint, varnish and allied interests, also excels in this matter of winning the co-operation of members' salesmen. *PRINTERS' INK* has already touched on what this association is doing with salesmen, but the subject will justify repetition. The industry now has an organization known as Save the Surface Salesmen's Clubs. The association has accomplished so much in a co-operative way since it was started seven years ago that the movement was extended this year to include the salesmen in the industry. The start came when the Travelers' Association of Paint Allied Trades of Pennsylvania changed its name to the Save the Surface Salesmen's Club of Pennsylvania. Similar salesmen's clubs were soon organized in other places. At present there are about twenty-five local Save the Surface Salesmen's Clubs, all of which are affiliated in a national association. They have a combined membership of approximately 1,400. Each local club is an independent unit, having individual programs according to local needs. These clubs are supposed to co-operate with other organizations in the industry, such as dealers' clubs, master painter associations, paint, oil and varnish clubs, etc. The salesmen in these clubs pay dues of six dollars a year, a dollar of which goes to the National Association. The principal purpose of these clubs is to work with the Save the Surface Campaign. This the salesmen are doing in various ways that it is not necessary to catalogue now.

That about sums up what manufacturers' associations are doing

to win the co-operation of the salesmen of their members. I have not mentioned the names of all associations that are doing something in this respect, but I have described about all the methods that are being used. Perhaps your conclusion after reading this far will be that not much is being done. If that is your conclusion I will agree with it. On the other hand it must be remembered, as I stated at the outset, that the associations are handicapped when it comes to selling. Most of them are not organized for selling but rather for education, promotion and for such purposes. This point is well explained in a letter which I have received from W. M. Kinney, general manager of the Portland Cement Association. He writes:

"As you apparently realize, this association has nothing whatever to do with the sale of portland cement. It is our function to encourage and promote the use of cement in all types of structures, products, etc., to which it is adapted. We bring a project to the point of requiring a supply of cement—it is then up to the individual companies to vie with each other for the business that has been created by our efforts.

"Salesmen of individual companies should to a more or less extent, depending upon their interest, promote the various uses of this product and thereby augment our efforts although in general our experience has been that in the major propositions at least it is better to have the promotional work handled entirely by the Association."

Of course, the cement association, in common with most bodies of that kind does keep in touch with the salesmen of the industry through the distribution of advertising, but its relations with the men must necessarily be very general.

Some of the associations are handicapped because they are so far removed from the consumer end of the trade. The lumber associations have this difficulty. Consider, for example, the problem of the American Walnut Manufac-

PRELIMINARY to and co-incident with every newspaper campaign that rings the bell is sound merchandising—getting the goods on dealers' shelves so advertising can move them off.

The Item-Tribune Merchandising Department is not a bait to get business. It doesn't promise—it performs. We've doubled sales for some manufacturers; increased others' five and even ten times.

Ask us to give you the names of those who "talk to the Item-Tribune first."

New Orleans Item-Tribune

Weekdays, 15c a line Sundays, 18c a line

James M. Thomson A. G. Newmyer
Publisher Associate Publisher

National Advertising Representatives

John Budd Company
New York Chicago St. Louis Atlanta
Los Angeles San Francisco Seattle

turers' Association. In its advertising to the consumer it talks about walnut furniture and walnut woodwork, but the salesmen of its members sell neither. They sell only raw material. Because of this situation, George N. Lamb, manager of the association, tells me that the only important function that the salesmen of the industry can perform is to help merchandise the advertising to the manufacturers of furniture and wood-work. In accomplishing this the association follows the plan used by most of the associations.

**SALESmen KEEP MANAGER POSTED
ON CONDITIONS**

There is one thing, however, which Mr. Lamb does that is worthy of commendation. He makes it his business to get acquainted with as many walnut lumber salesmen as possible. These men keep him posted on current business conditions. They also keep him informed of style changes and of other changes that are contemplated in the industry. These men are also prolific in advertising suggestions. Many of the ideas used in the campaign originated with these lumber salesmen. But that is about as far as Mr. Lamb has seen fit to go in getting the men to co-operate with the advertising of the association. "We have never attempted," says Mr. Lamb, "to organize members' salesmen in any way, since it would be scarcely possible or desirable to attempt to bring such a group together. The competition between each salesman and the rest is so keen that he is not inclined to give the other fellow credit for being willing to pass up an opportunity to take advantage of him. We have found that our own contact with salesmen, each one apart from the rest, gives us the best opportunity to cash in for their employer on the work we are doing."

In that paragraph Mr. Lamb states the case for other associations. There are distinctly defined limits to the amount of co-operation that it is advisable for an industry to permit among its salesmen.

Has Anyone Used this Slogan?

WAUKESHA STEEL PRODUCTS CO.
WAUKESHA, WIS., May 25, 1925.
Editor of PRINTERS' INK:

Have you any way of finding out whether or not the slogan "The Life-Time Fence" has ever been employed in the past or is being employed by any fence manufacturer at the present time?

We would certainly appreciate any advice in this matter which you may be able to give us.

WAUKESHA STEEL PRODUCTS CO.

**New Accounts for Irvin F.
Paschall**

The National Scrubbing Machine Company, Chicago, has placed its advertising account with Irvin F. Paschall, Inc., Chicago. The Kelsey Manufacturing Company, Escanaba, Mich., has also placed its advertising account with this agency. Trade papers and magazines will be used for both accounts.

**Appointed Vice-president of
Hercules Corporation**

R. W. Webb has been appointed vice-president and director of sales of the Hercules Corporation, Evansville, Ind., manufacturer of motors, automobile bodies and iceless refrigerators. He was formerly vice-president and treasurer of the Witte Engine Works.

**E. P. Snow Joins Medley
Scovil**

Edgar P. Snow has joined Medley Scovil & Company, Inc., New York advertising agency. He was formerly assistant advertising manager of the Ruckstell Sales & Manufacturing Company, New York.

**H. B. Todd with
Kuhl & Bent Company**

Harry B. Todd has been elected vice-president and general manager of the Kuhl & Bent Company, Chicago, producer of mail advertising. He was formerly sales promotion manager of the Seaman Paper Company, of that city.

**Radio Account for Albert
Frank & Company**

The R. B. Scribner Company, Inc., New York, manufacturer of the Hexloop and other radio apparatus, has placed its advertising account with Albert Frank & Company, Inc., advertising agency of that city.

**"Farmers Guide" Becomes
a Monthly**

Beginning with the June issue, the *Farmers Guide*, Guelph, Que., will be published monthly, instead of bi-weekly.

Meet the man who buys your breakfast!

Meet John W. Dealer—the man who provides your own income, the shirt-sleeved, counter-dusting chap who writes your employees' pay checks.

What are you doing for him? Do those \$50,000 or \$500,000 advertising plans of yours take into account his need for immediate sales? Ten *customers* brought into his store mean far more to him than ten million "interested" prospects.

Advertising that gets the dealer's support must complete its job. And that means crystallizing interest into sales. It's not distribution, but the goods that move across the dealer's counter that keep your factory going.

Experience has taught us how to finish the task which national advertising so ably begins. There's no obligation in asking us to explain.

CHARLES FRANCIS PRESS

**461 EIGHTH AVENUE
NEW YORK**

The Nice, Shiny Train Didn't Stop Where They Live.



Once there was a darn good salesman. A Star Performer. He traveled on nice, shiny trains that were guaranteed to get there. They went thundering by villages and farms so fast that the echoes didn't have time to speak their parts.

When the sales manager checked up the orders he said: "How come? Why don't we get more orders from below Mason and Dixon's line? Those trains run South.

There's money down there." The trouble wasn't with the territory, nor the trains nor the salesman. It was the schedules. There weren't enough stops on it. Since the salesman has quit riding the "Through Flyer" exclusively, orders are coming in thick and fast.

The moral, of course, is: "WATCH YOUR SCHEDULE."

When you schedule advertising for the South, you must



"Sell it South"

use newspapers. They stop at nearly every home. You can't reach the South through magazines alone. Magazine circulation is thin. The facts are that even the greatest of the magazines have circulations equal to only about 1% of the population of this vast, rich territory. The local newspapers are the best carriers for your printed salesmanship.

The South's astounding development during the last decade makes it the most fertile market. Southern newspapers, through this Association, are ready to give merchandising aid that is in step with local conditions.

Write to the Southern Newspaper Publishers' Association at Chattanooga, Tennessee; or to any of the newspapers listed below.

These Locals Reach Every Town on the Map in Ten Great Southern States

ALABAMA

Anniston Star
Birmingham Age-Herald
Birmingham News
Huntsville Times
Mobile Item
Mobile Register
Montgomery Advertiser
Montgomery Journal
Opelika News

FLORIDA

DeLand News
Fort Myers Press
Gainesville Sun
Jacksonville Journal
Jacksonville Times-Union
Lakeland Star-Telegram
Miami Herald
Miami News
Orlando Reporter-Star
Orlando Sentinel
Palm Beach News
Sanford Herald
St. Augustine Record
St. Petersburg Independent
St. Petersburg Times
Tampa Times
Tampa Tribune
West Palm Beach Post

GEORGIA

Albany Herald
Atlanta Constitution
Atlanta Journal
Augusta Herald
Columbus Ledger
Moultrie Observer
Savannah News

Thomasville Times-Enterprise
Waycross Journal-Herald

KENTUCKY

Paducah Sun

LOUISIANA

Baton Rouge State-Times
Lafayette Advertiser
Lake Charles American Press
Monroe News-Star
New Orleans Daily States
New Orleans Item-Tribune
New Orleans Times-Picayune
Shreveport Times

MISSISSIPPI

Greenwood Commonwealth
Gulfport & Biloxi Herald

NORTH CAROLINA

Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Tribune
Elizabeth City Advance
Fayetteville Observer
Gaston Gazette
Greensboro News
Henderson Dispatch
Hioksy Record
Kinston Free Press
Raleigh News & Observer
Raleigh Times
Rocky Mt. Telegram
Salisbury Post
Winston-Salem Sentinel

SOUTH CAROLINA

Charleston News & Courier
Columbia Record
Columbia State
Rock Hill Herald
Spartanburg Sun
Sumter Item

TENNESSEE

Chattanooga News
Clarksville Leaf-Chronicle
Columbia Herald
Knoxville Sentinel
Greenville Democrat Sun
Knoxville Journal
Memphis Commercial Appeal
Memphis Press
Nashville Banner

VIRGINIA

Clifton Forge Review
Danville Bee
Danville News
Danville Register
Fredericksburg Daily Star
Lynchburg Advance
Lynchburg News
Richmond News Leader
Roanoke Times
Roanoke World News
Staunton Leader
Staunton News-Leader
Winchester Star

VIRGINIA-TENNESSEE

Bristol Herald Courier
Bristol News

Through Newspapers"

\$2,500,000 For Five Miles of Track

ON June 1, Judge Gary and other officials of the United States Steel Corporation rode in a caboose on the first train to operate on the new elevated railroad of the Tennessee Coal, Iron and Railroad Co.

This "high-line" extends across Jones Valley from the furnaces at Ensley to the ore mines on Red Mountain, a distance of five miles. It was started over two years ago and cost \$2,500,000.

The new "high-line" spans railroad tracks, street car tracks, highways and creeks. The "fill" was made from waste materials from the furnaces, trestles contain bridge steel made in the Ensley plants and the steel rails were rolled at Ensley. It is now possible to haul forty car loads of ore from the mines to the furnaces in fifteen minutes where it formerly took two hours.

This is but another evidence of the faith that the United States Steel Corporation has in the future of Birmingham—the industrial center of the South. Naturally, it is a good market, prosperous, and you can cover it with one newspaper—*The News*.

Net Paid Circulation

Greater than 70,000 Daily and 87,000 Sunday

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

KELLY-SMITH CO.
New York

NATIONAL REPRESENTATIVES

J. C. HARRIS, Jr.
Atlanta

KELLY-SMITH CO.
Chicago

When Do Similar Trade-Marks Conflict?

The Line of Demarcation Is Exceedingly Shady

*Washington Bureau
of Printers' Ink*

UNTIL the recent decision of the Patent Office in the case of The Yale & Towne Manufacturing Company, it was generally considered that opposition to a trade-mark, on the ground of its similarity to another mark, would not hold if the goods identified by the marks were dissimilar. Of course, when a mark is a part of a corporate name, that fact introduces a phase that is subject to consideration and is frequently the deciding factor in a case of opposition. But when identical or similar marks, used on dissimilar goods, are each a part of a corporate name, the problem appears to bring down conflicting opinions from the constituted authorities.

Some time ago, in the case of the National Cash Register Company versus the National Paper Products Company, the Court of Appeals of the District of Columbia held that the latter concern had the right to use the word "National" on its paper products, regardless of the fact that the National Cash Register Company had been using the name for many years on the rolls of paper it sells to be used in its machines. In this case, the court was evidently guided almost entirely by the viewpoint of the public, and decided that when a trade-mark is a part of two corporate names, but is used on goods which do not meet in competition, there can be no confusion on the part of the public even if the goods were sold side by side.

Although the case in opposition of The Yale & Towne Manufacturing Company against the Yale Electric Corporation is almost parallel in its conditions, the decision of the Patent Office appears to conflict with that of the court. In his opinion, rendered April 1, 1925, Assistant Commiss-

sioner Fenning held that the latter concern is not entitled to register, as a trade-mark for batteries, battery cells, flashlights, lighting outfits such as are adapted for Christmas trees and similar decorative purposes, a mark consisting of the word "Yale" in an octagonal border.

The Assistant Commissioner explained that the ground of this decision is that the octagonal border is immaterial and that the real mark is the word "Yale," which is merely the name of a corporation, namely, The Yale & Towne Manufacturing Company, of Stamford, Conn. And regarding the name of the corporation, as it influenced the decision, he said:

"The evidence indicates that opposer here is sometimes referred to as the 'Yale Company,' or the 'Yale Lock Company.' At any event, I have no hesitancy in finding that applicant's mark is merely the name of an individual or of a corporation. As such it must be refused registration and the opposition sustained."

In support of this point, the Assistant Commissioner cited but one opinion, that in the case of Stark Inland Machine Works versus the Inland Rubber Company, a Patent Office decision.

MARKS ARE PART OF LANGUAGE

It will be noted that in both of these conflicting cases the marks are a part of the language. "National" has been the property of the American public ever since the United States became a nation. For even a longer time, doubtless, Yale has been known as a proper noun, and for many years it has, in the mind of the public, identified a great university and a certain line of locks of high quality.

These facts naturally suggest a question. Where is the dividing line between the conflict of simi-

lar or identical trade-marks when they are used on dissimilar goods? The answer is not only of value to the manufacturer who desires to select a mark for a new product, but also to the one whose trade-mark may be made a part of his corporate name, and to the owners of common-name marks who desire to surround them with the maximum of protection.

As a general thing, the Patent Office, in granting registrations of trade-marks, is guided more by the opinions of courts than it is by its own previous decisions. However, the Commissioner may consider that a single court decision does not entirely conform to the requirements of the trademark law, or that slight differences in cases may justify a conflicting opinion. Inquiry at the trade-mark division of the Patent Office revealed that an official answer to the question cannot be given at the present time. It was explained that the apparent conflict between the decisions in the two cases mentioned must be cleared up by several Federal decisions in cases sufficiently varied to support a general rule, or that the principle involved must be passed upon by the Supreme Court of the United States, before the line may be definitely and accurately drawn and the question fully answered.

In the meantime, the manufacturer who uses a part of his corporate name, which is also a part of another corporate name, as a trade-mark for entirely dissimilar goods, is likely to secure registration for his mark if he appeals the decision of the Patent Office to the courts. But if he uses a part of a corporate name, which is not his own name, then there is little doubt that, it would be impossible for him to secure registration of his mark, since, in that case, the rule that protects the ownership of corporate names would hold.

For the owner of a corporate name mark, protection may be secured by opposing any similar mark on the ground of its being a part of, or in conflict with, his

name. One of the officials of the Patent Office mentioned an important decision that is of value to owners of marks of the kind and as well as applicants for their registration. He said that, for many years, the examiners of the trade-mark division thought that there was no possible conflict between any goods as dissimilar as hats and publications, but that the recent *Vogue* case was decided on a point that may have far-reaching effect in establishing an objection which has the same result as similarity.

This case indicates that opposition to the registration of a mark may be sustained by the Patent Office and the courts, if the mark is the same as, or similar to, the opposer's mark and if his mark is a part of his corporate name, provided the use of the mark by the applicant injures the established reputation of the opposer. The case of the *Vogue* company versus the Thompson-Hudson Company was, primarily, a case of unfair trade, but it involved the use of a trade-mark as its main issue. The Circuit Court of Appeals ruled that the reputation of the *Vogue* company's publications would be injured by the use of its trade-mark, "Vogue," on hats of the character made and sold by the Thompson-Hudson Company.

DIVIDING LINE BECOMES VAGUE

This decision complicates the problem as to whether and how similar marks conflict. The dividing line is very plainly indicated in case of opposition like that of The Quaker Oats Company against the Cranston-Liggett Grain & Feed Company, in which the Patent Office recently held that the latter concern is not entitled to register the words "Full-O-Life" as a trade-mark for poultry feed, in view of the prior use by The Quaker Company of the words "Full-O-Pep" on the same goods. But the dividing line becomes vague and finally disappears as cases in opposition are involved with matters concerning corporate names and the influence of the applicant's use of



Our June Issue
— the largest yet!

Advertising Gain
— over last June - 6%
— over June 1923 - 33%

NATION'S
BUSINESS

Washington

187,000 Circulation (Member A.B.C.)

a mark on the established reputation of an opposer.

All of which shows that the one who adopts the trade-mark of another, when there is even a remote similarity of the goods, is on uncertain ground. Even if he is fortunate enough to secure registration, his chances of protecting his right to the mark rapidly diminishes as the mark is registered for use on dissimilar goods, and as such matters as corporate names and the reputations of prior users are involved.

For the purpose of protection, a number of concerns, in recent years, have changed their corporate names so as to include their trade-marks; but the decision of the Court of Appeals in the National Cash Register case appears to lessen the value of this practice. Naturally, all owners of valuable trade-marks want to protect them, not only in their own fields, but also in as many other fields as possible; but few of them realize, apparently, when they select their marks, that their success in protecting their property rights will depend largely on the degree with which their marks approach uniqueness.

The general tendency is to select marks that are common words of the language and in use by makers of dissimilar goods, although recently an official of the Patent Office pointed out that the history of opposition cases plainly showed that such marks were not only difficult to register, but also difficult to protect after registration. The most frequent practice is to come as close to the dividing line as possible, while the cases in opposition all plainly show that safety lies only in getting as far away from the line as possible.

Obviously, it is best, in the selection or creation of a trade-mark, to use words that are not commonly used in connection with the goods, or to coin entirely new words, if it is desired to avoid infringement suits. Perhaps the best example of an infringement-proof trade-mark in this country is "Kodak." And in adopting this mark it is plain that the East-

man company got as far away from the conventional trade-mark habit as possible; also that it went to an extreme in departing from the hazy line between similar marks that may or may not conflict.

The company manufactured a new word, unknown to the common speech of the people of the country, and claimed the right to use it exclusively as a trade-mark throughout the entire commerce of the United States. To support this claim of ownership, the mark was made a part of the corporate name, "Eastman Kodak Company," and to date the company has had little trouble defending its exclusive right to its mark, regardless how dissimilar the goods of infringers may have been.

W. G. Peterson with Jeffries Automatic Service

Walter G. Peterson, formerly assistant manager of the Better Business Bureau of San Francisco, has been appointed manager of the twin cities division of the Jeffries Automatic Service Company, Los Angeles, sandwich, pie and cake distributor.

H. H. Fawcett Establishes Own Business

Harwood H. Fawcett has resigned as business manager of the *Country Club Magazine*, Los Angeles, Calif., and has established his own advertising business in Los Angeles. Sherman A. Paddock, editor, has assumed the additional duties of business manager. Alfred Fenton has been appointed director of advertising.

New Brunswick Canner Plans to Advertise

The O'Connor Canning Company, St. John, N. B., is planning to conduct an advertising campaign on its canned vegetables and fruits. Newspapers, trade papers and outdoor advertising will be used.

Evanston Hotel Accounts for Cruttenden & Eger

The Orrington Hotel and the Library Plaza Hotel, Evanston, Ill., have placed their advertising accounts with Cruttenden & Eger, Chicago advertising agency.

Appoints Fuller & Smith

Fuller & Smith, Cleveland advertising agency, has been appointed by the Brooks Company, Cleveland, to help market its visualizing index equipment.

5th

Among All
Magazines



The COUNTRY
GENTLEMAN

during 1924 carried a
total lineage exceeded only
by The Saturday Evening
Post, The Ladies' Home
Journal, Vogue and
Literary Digest

“to make more money”

*says The Chicago Tribune
in a booklet recently issued in the
interest of newspaper promotion*

“As an antidote to our bragging, let us pay a tribute to a competitor. We hold for William Randolph Hearst the sentiments expressed by Kipling's Tommy Atkins for Fuzzy-Wuzzy: “'es all 'at sand and ginger when alive . . . and 'es generally a-shammin' when 'es dead.” Mr. Hearst has survived vicissitudes to which the hardiest might have succumbed. In the face of tremendous opposition, his newspapers and magazines have gained millions of readers and millions of dollars in advertising revenue.

“One policy stands out distinctively a characteristic of each Hearst publication . . . whether flourishing or struggling for life . . . it uses advertising. More than that . . . it BUYS advertising. Although Mr. Hearst controls more circulation than any other American, he does not limit himself to his own publications.

“We do not know how much the Hearst publications spend for advertising, but the lineage used in The Chicago Tribune indi-

cates how enormous the total must be. During the past five years Hearst newspapers and magazines have spent \$245,000 in The Chicago Tribune. That is to say, Mr. Hearst is spending each year for space in this one newspaper an amount equivalent to five per cent interest on one million dollars.

"Certainly he is not spending this money because he likes The Tribune. And no publisher who has experienced Hearst competition will say that he is spending it without purpose and object. The simple fact is that Mr. Hearst spends money for advertising just as Marshall Field & Co. or Brothers Company do to make more money"'

“to make more money”...that’s the point...and to make it for everybody concerned. That’s why Hearst’s International-Cosmopolitan, as one of the Hearst properties, advertises extensively, or, in other words, takes its own medicine. And this advertising is good medicine, because it helps us “to make more money”...for ourselves and for the advertisers who use our space.



Reach Buying Power That Makes Advertising Profitable

Government statistics show that only 127,780 Detroit people filed returns on taxable incomes from \$1000 up. That group is the audience to whom (and only to whom) the advertiser may appeal economically with profit.

The Detroit Free Press offers the advertiser a local circulation alone approximately one-fourth greater than Detroit's unit of buying power represented by this group of income tax paying individuals. Circulation in Detroit that steps far beyond this point is obviously a waste.

That The Detroit Free Press reaches a greater percentage of these better types of homes is conceded by those who have knowledge of Detroit's newspaper situation, and borne out by the fact that Free Press circulation is 76.9 per cent of the motor car registration.

Why buy waste, duplicate circulation to a multitude of small incomes, when one may invest profitably in a circulation like that of The Detroit Free Press which thoroughly covers the homes that make up Detroit's buying power unit?

The Detroit Free Press *"Starts the Day in Detroit"*

VERREE & CONKLIN, INC., National Representatives
New York Chicago Detroit Kansas City San Francisco

Gain in Chain Store Sales

F. W. WOOLWORTH & COMPANY report total sales for May of \$18,509,867 as compared with \$17,076,750 for the same month in 1924. This is a gain of \$1,433,117 or 8.3 per cent. Sales for the first five months of 1925 were \$83,376,153, as against \$75,806,490 for the corresponding period in 1924. This represents an increase of \$7,569,663 or 9.9 per cent.

Of the increase in May sales, old stores operating a year or more were responsible for \$533,487, representing a 3.1 per cent gain in their sales. In the five months these old stores increased their business \$3,310,213 or 4.3 per cent. At the end of May, 1925, the Woolworth company had 1,397 stores in operation.

May sales of the S. S. Kresge Company are reported at \$7,837,554, as compared with \$7,157,494 for last year, being an increase of \$680,060 or 9.5 per cent. Sales for the first five months of this year were \$36,757,369, against \$32,878,163 for the same period in 1924. This is a gain of \$3,879,206 or 11.8 per cent.

The McCrory Stores Corporation reports sales for May amounting to \$2,094,919, as compared with \$1,963,172 in the same month in 1924. This is an increase of \$131,747 or 6.7 per cent. Sales for the first five months of the year were \$9,868,452, as against \$8,851,392 for the same period in the preceding year. This represents a gain of \$1,017,060 or 11.4 per cent.

S. H. Kress & Company report sales of \$3,545,384 for the month of May. Compared with \$3,017,061 for the same month in 1924, this is an increase of \$528,323 or 17.5 per cent. For the five months period, sales of \$15,897,431 are reported, against \$13,258,010, in 1924. This is an increase of \$2,639,421 or 19.9 per cent.

Sales of the J. C. Penney Company, Inc., for May, 1925, are reported at \$7,139,948, as compared

with \$6,144,001 for the same month a year ago. This represents a gain of \$995,946 or 16.2 per cent. Sales for the first five months of the year are given as \$28,617,336, against \$24,036,817 a year ago. This is an increase of \$4,580,518 or 19.5 per cent.

May sales of the G. R. Kinney Company, Inc., are reported at \$1,569,075. Compared with \$1,552,423 reported for May, 1924, this is an increase of \$16,652 or 1 per cent. Sales for the five months period were \$6,828,583, compared with \$6,384,676 for the same period in 1924. This is a gain of \$493,907 or 7.7 per cent.

The F. & W. Grand 5-10-25 Cent Stores, Inc., report total sales of \$557,430 for the month of May, 1925. Compared with \$453,605 reported for the same month a year ago, this is a gain of \$93,825 or 20.2 per cent. For the five months period sales of \$2,620,971 are reported, against \$2,304,348 for the corresponding period a year ago. This is a gain of \$316,623 or 13.7 per cent.

Sales of the W. T. Grant Company are reported at \$2,292,856 for the month of May. Compared with \$1,939,546 reported for the same month of 1924, this is an increase of \$353,310 or 18.2 per cent. Sales for the five months period are given as \$10,245,436, against \$8,398,996 for the same period a year ago. This is an increase of \$1,846,439.

The Metropolitan Chain Stores, Inc., report sales amounting to \$627,208 for the month of May. This represents a gain of \$85,787 when compared with \$541,421, reported for the same month in 1924. Sales for the five months are reported at \$2,756,381. This compares with \$2,523,245 for the same five months in 1924, an increase of \$233,636 or 9.2 per cent.

Emile Utard Dead

Emile Utard, general manager for the United States of Ed. Pinaud, perfumery, Paris, died on June 5 at his home in New York. He was sixty-three years old. Mr. Utard was founder and president of the Franco-American Board of Commerce and Industry. He had been with Ed. Pinaud since 1890.

Advertisers Told How to Value Business Papers

"How should the Advertiser Measure the Value of a Business Paper?" This was the topic of discussion at a meeting of the New York Business Publishers Association which was held on June 4. Although the meeting was held on one of the worst days in the recent hot spell, more than 140 publishers, advertising agents, advertising managers and other representatives of advertisers were present.

Roger W. Allen, president of The Allen Business Papers, Inc., covered the subject by mentioning specific cases. He referred to the amount of classified advertising which a trade paper carries as an index to its value as an advertising medium.

Every man in business reads a trade paper, Mr. Allen said. "I venture to say every man here, especially the advertising agents, reads *PRINTERS' INK* every week and the only reason that you do not read it more is because it does not come out more often," continued Mr. Allen.

The subject of the meeting was covered in the abstract by Edward J. Mehren, vice-president, The McGraw-Hill Company, Inc. In part Mr. Mehren said:

"There are three methods by which an advertiser, without the help of a salesman or of a circulation statement may measure the advertising value of a business paper. These are:

"First, by three kinds of inquiry in the field which the paper serves: (a) the persistence of advertising of reputable manufacturers in the paper, (b) the extent to which the readers of the paper read the advertising and expect guidance from it, and (c), probably the most important, the opinion of the readers regarding the responsibility of the paper and its standing in its field;

"Second, by the internal evidence, afforded by copies of the paper, as to whether it will 'get across' and grip the reader with the quality and selling effectiveness of its reading matter, and

"Third, by the evidence that the paper has given through its own selling whether it knows how to make advertising effective and fit it intelligently into the sales program."

The meeting was presided over by Edwin A. Scott, of the Edwin A. Scott Publishing Company, who called upon Stanley Resor for a short talk.

Clyde Tompkins Made Secretary of Argus Press

Clyde Tompkins has been elected secretary of the Argus Press, Inc., Chicago, and will assume supervision of the direct advertising department. Mr. Tompkins was formerly vice-president of Hertz-Hadley, Chicago advertising agency and previous to that was advertising manager of The Creamery Package Manufacturing Company, Chicago.

Editors to Continue Working with Publishers' Conference

The National Editorial Association at its annual convention in Richmond, Va., last week, passed a resolution to continue its relations with the American Publishers Conference in the matter of postal activities.

Free publicity and the publication of advertising matter under the guise of news was severely attacked by W. V. Tufford, secretary, Inland Daily Press Association. He outlined a number of free publicity schemes that attempted to invade the news columns directly and indirectly and urged the National Association to co-operate with the Inland association and other agencies in checking what he declared to be a graft on space.

Frank O. Edgecombe, blind editor of the Geneva, Nebr., *Signal*, was elected president. Herman Roe, of the Northfield, Minn. *News*, was elected vice-president; and W. W. Aikens, Franklin, Ind., *Daily Star*, treasurer.

Vincent Drayne Joins Ketchum, MacLeod and Grove

Vincent Drayne has joined Ketchum, MacLeod and Grove, Inc., Pittsburgh advertising agency. He was formerly assistant advertising manager of the Joseph Horne Company, Pittsburgh, and was at one time with the Pittsburgh *Post*.

Made Vice-President of Pedlar & Ryan

Arthur Cobb, Jr., until recently associated with Barton, Durstine & Osborn, Inc., New York, has become vice-president of Pedlar & Ryan, Inc., New York advertising agency. He was formerly engaged in agency work at Chicago.

Waldo Hawxhurst to Join Campbell-Ewald

Waldo Hawxhurst on June 15 will join the New York office of the Campbell-Ewald Company, Inc., advertising agency, as sales and account representative. For the last three years he has been Eastern manager of *System*.

Columbia Phonograph Account for Hanff-Metzger

The Columbia Phonograph Company New York, Columbia phonographs and records, has placed its advertising account with Hanff-Metzger, Inc., advertising agency, also of New York. This appointment is effective July 1.

Chair Account for Street & Finney

P. Derby & Company, Inc., Gardner, Mass., chair maker, has placed its advertising account with Street & Finney, Inc., New York advertising agency. A campaign is being planned.



Washingtonians Use the Telephone Generously

You can judge a city's activities rather accurately by the use it makes of the telephone—and Washington is a busy city. It is the fifth city in the United States in telephone use per hundred of population—only Minneapolis, Los Angeles, Denver, and Chicago being greater.

Washington has 116,136 telephones—approximately one to every 3.9 persons.

You'll find Washington a profitable field to cultivate—and easily done, for you need only one newspaper—**THE STAR**—to cover it completely.

The Evening Star.
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.

NEW YORK OFFICE
Dan A. Carroll
110 E. 42nd Street

CHICAGO OFFICE
J. E. Lutz
Tower Building

Radio Advertiser Plans Campaign to Start in Fall

King Quality Products, Inc., Buffalo, has completed plans for its 1925-1926 advertising campaign on "King In Radio," new radio apparatus. The campaign will be directed by Walz-Weinstock, Inc., advertising agency of Buffalo. Magazines, trade papers and newspapers will be used for this campaign which will start in September.

Hotel Lenox, Buffalo, has begun an advertising campaign in newspapers and magazines within a 500-mile radius of Buffalo. Walz-Weinstock, Inc., Buffalo advertising agency, also is directing this campaign.

Kansas Newspapers Start Joint Campaign

During the first week in June, twenty-three Kansas newspapers united in a campaign to "Build and Boost Kansas." The plan was adopted by the Kansas Daily Newspapers Advertising Association at a recent meeting, with the object of giving the people of the State more information concerning home enterprises. At this meeting, which was held in Topeka, Kansas, Marco Morrow, assistant publisher of the Capper publications, was re-elected president of the association and John Nicholson, of the Hutchinson *News*, was elected secretary.

Alma Mater Honors G. Logan Payne

G. Logan Payne, publisher and general manager of the Washington *Times* and regional director of the Hearst newspapers in Washington, Baltimore and Atlanta, has been honored by his Alma Mater with the degree of doctor of laws. The degree was conferred upon him by the Iowan Wesleyan College. It is a custom of this institution to confer this degree upon its former students who have achieved places of distinction in the business or professional world.

Douglas Cairnes Wins Golf Match

Douglas Cairnes won the low net prize at the tournament of the Advertising Club of New York Golf Association which was held at the Quaker Ridge Golf Club, Mamaroneck, N. Y., on June 2. He turned in a net of 70. The low gross was won by John I. Wheaton with a score of 85. Second low net went to Montague Lee who turned in a 75. Eighty-five members took part in the tournament.

Omar Cigarette Account with Winsten & Sullivan

The American Tobacco Company, Inc., New York, has appointed Winsten & Sullivan, Inc., New York advertising agency, to direct the advertising of Omar cigarettes.

Florida Publishers Oppose Blue Sky Advertising

At a recent meeting of the Associated Dailies of Florida, a motion was passed that no publicity be given by members to fraudulent land and stock selling schemes and members were requested to investigate all advertising of a doubtful nature submitted to them. It was stated at the meeting that "wildcat" land selling schemes are harming the State of Florida.

C. C. Carr, president of the C. C. Carr Advertising Agency, Inc., St. Petersburg, reported that the advertising campaign fund had been fully subscribed to.

George E. Hosmer, Fort Meyers *Press*, led a discussion on the increased postal rates and it was decided that subscription rates would have to be increased to meet the new postal rates. An educational campaign is planned, each member to use a half-page display advertisement. A committee was formed to take care of this campaign.

Another committee was formed to work out plans for the foundation of a journalists home which is being sponsored by Charles D. Haines, of Altamonte Springs. This committee was appointed at a dinner tendered by Mr. Haines.

The invitation of W. A. Elliott, of the Jacksonville *Times-Union*, was accepted and the annual meeting will be held in Jacksonville some time in September.

Heads Advertising Managers' Association

Horace S. Felton, Philadelphia, was re-elected chairman of the advertising managers' group at the Paint and Varnish Sales Managers' Conference, which was held at Pittsburgh recently. Two of the speeches delivered at this Conference are printed elsewhere in this issue of PRINTERS' INK.

A. M. Landaker Joins The Norlipp Company

A. M. Landaker, who for the last ten years has been vice-president and account executive for the Oster Advertising Corporation, Chicago, has joined The Norlipp Company, of that city, manufacturer of Keystone self-locking radiator caps for automobiles, as vice-president in charge of sales and advertising.

Cleveland Bank Advances Harry Martin

Harry Martin has been appointed advertising manager of The Guardian Trust Company, Cleveland. He succeeds A. C. Rogers, resigned. The advertising department has been consolidated with the new business department and is now called the business extension department.

PHYSICAL
CULTURE'S
ADVERTISERS

*One of
a Series*



"My dear, you're getting FAT!"

This may be a catty remark, but the woman who has the temerity to tell her the truth is "her best friend as well as her severest critic."

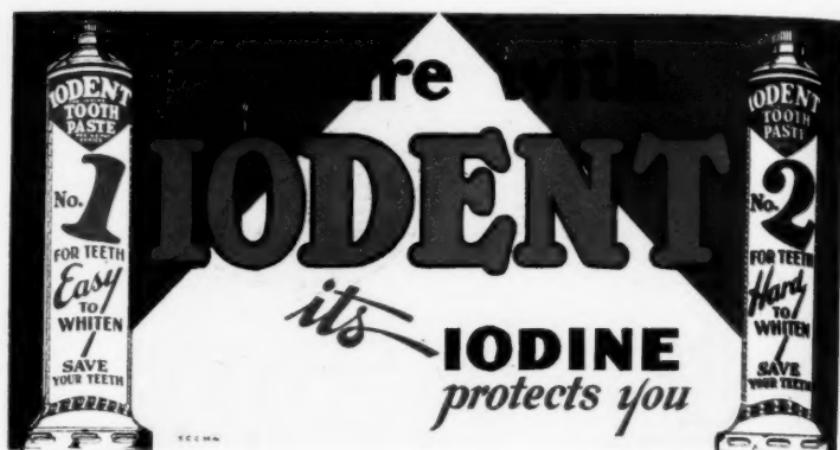
The readers of Physical Culture—both men and women—know that normal weight is a matter of good health as well as good looks.

And so most of them sooner or later buy a bathroom scale and keep a close check on their avoirdupois.

That a large proportion of them buy the Health-o-Meter Scale made by the Continental Scale Works is not surprising in view of the fact that nearly every issue of Physical Culture carries an advertisement of Health-o-Meters.

Physical Culture

W. C. W. DURAND, *Advertising Director*
1926 Broadway New York



The History of Iodent

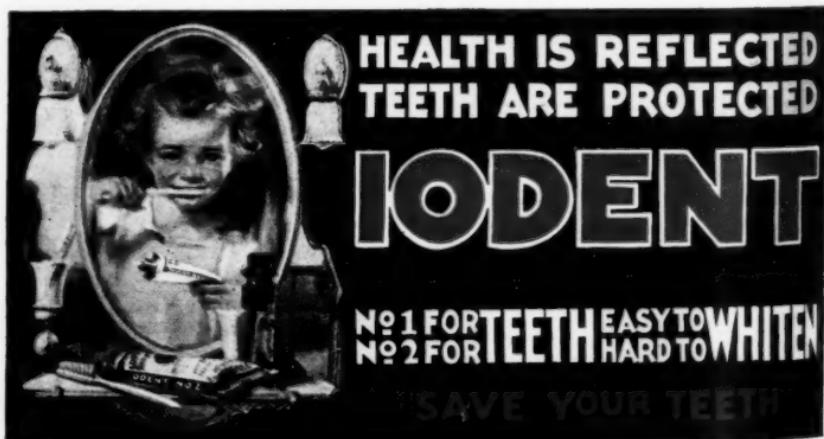
IODENT is the first tooth paste to be advertised Nationally in the Street Cars under a five-year non-cancellable contract.

Dr. A. J. Lautmann, the President of the Iodent Chemical Company of Detroit, recently signed the contract amounting to \$1,500,000.

Dr. Lautmann is a graduate of the University of Michigan and in his dental work gave patients a tooth cleanser containing iodine. Later they wanted to buy it, which led to publicity.

The first advertising for Iodent appeared *only five years ago*. The contract amounted to less than \$100 monthly. It was for Street Car advertising in Detroit.

STREET RAILWAYS ADVERTISING



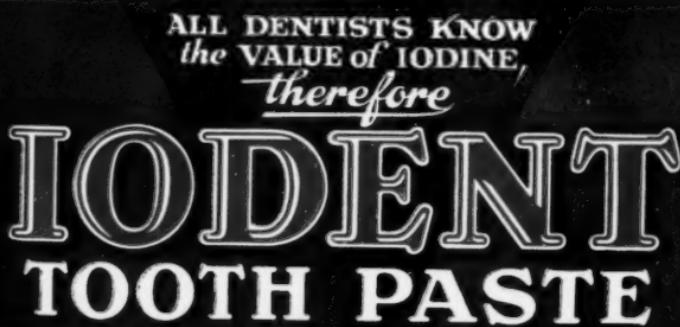


of Iodent

In the intervening five years, Iodent has been placed on sale in many other cities, *supported only by Street Car advertising*. Despite the tremendous competition among tooth pastes and the millions of dollars spent yearly to advertise them *in the other mediums*, Iodent has made remarkable progress.

Iodent must be a very good product or people would not repeat buying it and Street Car advertising must have definite power to deliver impressions and create sales *without other advertising aid* or this new contract for a million and a half dollars would not have been possible.

ADVERTISING COMPANY



No.1 FOR TEETH EASY TO WHITEN, No.2 FOR TEETH HARD TO WHITEN,



Economy through versatility

IN a plant with so vast and varied an equipment, there is undoubtedly one type of printing press which can handle a job more economically than any other.

We can fit *your* job here—whatever it may be—to a press IDEALLY suited to it. Economy through versatility!

And a gain in quality too, by using the press best equipped to do the work.

49 years of absolute dependability.

**Isaac Goldmann
Company**

80 Lafayette St., New York

2

Printers Since 1876



Increased Distribution Doesn't Always Mean More Sales

In Fact, Distribution Which Is Not Thoroughly Supported by Sales and Advertising Will Accomplish Little of Value

By A. H. Deute

General Sales Manager, The Borden Company

"I'D rather have just a sales force rather than just advertising, if I couldn't have both."

In that way, a practical sales manager summed up his ideas on building volume through the regular channels, namely, manufacturer to jobber to retailer.

The talk started with a discussion on the influence of advertising in the building of consumer demand and general market development. On the face of it, it appeared to be rather a back-sliding into the dark ages of merchandising — this willingness to accept just sales work.

"Of course," this sales manager went on, "I am not minimizing the advantage of advertising. I am just making the statement that if I had to market my line with only one or the other—that is, if I could not have both an advertising campaign and a sales force—then I would rather have only a sales force than to have just an advertising campaign. I might amend this somewhat, by saying that I would have to have a reasonable and adequate sales force, just as the man arguing the other side would have to have a reasonable and adequate advertising campaign. But assuming that such a sales force was one of 300 men routed to cover the country and that such an advertising campaign was based on an annual appropriation of \$2,000,000 for a national covering, then I would prefer to have the sales force, rather than the advertising campaign, provided I could not have both."

"In making this statement, I am keeping in mind that the sales manager's job is to get the volume of business at a profit and at the same time build for the future."

Right at the start, let us estab-

lish the fact that a sales force of 300 men, manned to cover the retail grocery trade and the wholesale grocery trade, would cost approximately \$1,500,000 to \$1,750,000 a year, including traveling expenses for out-of-town work, which shows a difference of between \$225,000 and \$500,000 for the year, in favor of the sales force. However, let us assume that the cost is comparatively the same.

Of course, the obvious thing to do, in a case like this, is for the listener to interrupt and say: "Oh, pshaw, why go to one extreme or the other? If it isn't practical to have 300 men and a \$2,000,000 campaign, then better work with half the force and half the appropriation for advertising and make the most of it."

However, this is purely a speculative and hypothetical instance and is for the purpose of studying a separate contingency, namely, the fallacy of just having distribution and the oftentimes unhappy results which follow this policy.

A CASE IN POINT

Here is one case:

A manufacturer of a semi-perishable product, good for between ten to twelve weeks on the grocers' shelves, undertook what his agency announced was an adequate advertising campaign for a group of cities. It included newspapers and a properly-planned outdoor showing.

The advertising campaign was nicely prepared in advance and good, wholesome portfolios of proofs and plans were supplied to the sales force covering those cities. The advertising agency sent one of its best men to coach the salesmen personally on the advertising and show them how to

explain the advertising to the trade.

The salesmen went to work. The agency man stayed in the territory with the sales force and talked with them frequently. Distribution, obtained in many cases through the promise of the advertising, progressed in a healthy manner and it was not long until the advertising agency began tabulating fine looking charts, showing how distribution was being made at least 75 per cent effective in section after section, even in advance of the appearance of copy. It was a splendid tribute to dealer confidence in advertising and the plan and copy prepared by the agency and the way the advertising was merchandised by the men.

A month after the advertising began, the salesmen again covered that market. The advertising had been running steadily according to schedule.

To the amazement and the disappointment of the manufacturer, the salesmen reported that the goods were not moving off the dealers' shelves.

Here was the summary of the report made by a man from the agency, one of the local newspaper men and the manufacturer's own representative:

"The product is satisfactory. Distribution is sufficiently complete to warrant the advertising. The general opinion of the trade and of consumers interviewed is that the copy is sound and well written. We believe that there is nothing over which to feel alarmed. In fact, it would not be right to expect a campaign, only in its second month, to be able to sweep the market. If it were possible for any normal advertising campaign, or even an abnormally large campaign, completely to sweep a market and supersede a long-established brand in that market, then one might well question the wisdom of advertising at all, because a brand so established would be crowded out in the same way. It takes time to develop real volume. The work has been well done thus far, but the campaign must be considered only in its infancy."

So the manufacturer was reconciled to the situation and taught that far from feeling discouraged, he should feel that he was merely on a journey—a rather long and possibly an expensive journey—but, nevertheless, a journey that would bring him to his desired destination, provided he would be patient and stay on the train while it was making the trip.

Six months later, the manufacturer shut down his desk and went away to try to stave off what seemed to be an oncoming nervous breakdown. His salesmen, making the round the sixth time, were reporting that many dealers still had some of the original purchase. The repeat orders that did come in were not large enough to make the campaign show even reasonable signs of headway. From the resort where he was staying, the manufacturer wrote to the advertising agent: "I've been sticking with your train for a long time, but I guess I made a mistake and got on a train that was standing still, or maybe it is a slow train and I will be dead before the train gets to where it is going."

THE AGENCY BECOMES CONCERNED

At this, the advertising agency became concerned. The account had too many possibilities to permit it to drift. The agency realized that business was not coming in to the manufacturer. It did not know why the campaign was falling flat. From an agency standpoint, it ought to be going well. The copy seemed right, distribution checked up satisfactorily. Then why did the business not come in?

Here, the advertising agency did a wise thing. It came to the conclusion that something was wrong with some angle of the campaign with which the agency was not familiar. So it looked around the country and found a relatively small, local concern, in a distant section, making a similar line and in its small, home territory, making nice headway and making money.

The agency got hold of the sales manager for that concern and

Bundscho had the theory that beautiful typography had a real place in advertising. Now everybody wants typography that has the Bundscho touch



J. M. BUNDSCO, INC.
Advertising Typographers

58 E. WASHINGTON • 10 E. PEARSON
CHICAGO

HERE TYPE CAN SERVE YOU

hired him. It told him the story of the national account it had started—of the distribution that had been secured—and then the sad history of stagnation.

The small-town sales manager went quietly to work. He headed for the nearest market where the advertising was running. He checked up the copy and the circulation of the various mediums and that part of the campaign seemed satisfactory.

A COMPOSITE STORY

Then he rounded up the salesmen and their local manager. Here is the story he was told:

"If you go out on the trade you will find that we have done our part. We have studied this campaign and we understand it. We have explained it to the trade thoroughly. We have put the goods in more than three-quarters of the stores. You can't find any fault with the distribution. But for some reason or other, the dealers have no demand. They tell us that they are selling the old established lines better than ever. It seems as though our advertising is helping other lines more than it is helping us.

"The trade is friendly enough. Most of our men know these dealers personally. Everything else being equal, we would get our share of the business. But the fact remains that while we have secured distribution, the goods won't go. There is something wrong with the advertising. Or else there is something wrong with the line itself. If not that, then the advertising has just got to keep on going and we have got to fight it out just as we are doing and the company president has to make up his mind to stand the gaff until we fight it through. But one thing you will find out and that is that the sales force has done its job. We can bring the goods into the stores. We can put them right up to the consumer. But we can't make the consumer eat them up. The advertising has to start that part of it and the quality has to do the rest."

Then the agency's new man

heard the usual flood of suggestions about experimenting with this and that—all the way from buying space on the jobbers' delivery autos to subsidizing jobbers' salesmen and retail clerks. And then he went out on his own initiative and called on fifty retailers, taking them as they came.

He found the product in forty-one of those fifty stores. At the end of three days he wrote the agency:

"The copy is all right. In talking to consumers, I find that those who have tried the product have nothing against it. Most people are either neutral or favorable. It is so near competing articles in quality and price that most people do not note a sufficient difference to form a habit immediately, so they may try the goods and then unconsciously drift back to the brand they have been using.

"The trouble lies 95 per cent with the sales force and the way it is selling the line. It is true that there is 75 to 80 per cent distribution. And therein lies the difficulty. The thought of that distribution has lulled the sales force to sleep. The thought of the big advertising campaign has also lulled the sales force into the idea that the advertising is going to do its work for it.

"The salesmen have not sold the line to the trade. On the contrary, they have induced the trade to take a case or two and wait for the consumer demand which the advertising would bring.

"The whole trouble lies in the fact that the sales force has been oversold on the advertising and has in turn oversold the trade on the advertising. And now both the sales force and the trade are sitting back with a smile of superiority and demonstrating successfully that the advertising did not do what was expected of it—namely, act as a substitute for hard work on the part of the salesmen and the trade.

"The trouble with this sales force lies in the fact that it looks upon this advertising as a tool that will work by itself—a great deal like giving a carpenter a fine



165,000 *daily*
380,000 *Sunday*

LEADERSHIP in musical instrument lineage means TWO things: Results, plus quality reader-interest. The Examiner's lead in the past two months — 26,012 lines over the next nearest paper!

Largest morning and Sunday circulation west of St. Louis

Use the Los Angeles Examiner's Merchandising Service Department to help speed up distribution and provide market information, invaluable for strategic planning.

Los Angeles Examiner

BROADWAY AND ELEVENTH, LOS ANGELES

T. C. HOFFMEYER
Pacific Coast Representative
571 Monadnock Bldg.
Telephone Garfield 3858
San Francisco

W. W. CHEW
Eastern Representative
1819 Broadway
Telephone Columbus 8342
New York City

WM. H. WILSON
Western Representative
915 Hearst Bldg.
Telephone Main 5000
Chicago

Steady Advertising

—Printers' Ink

Printers' Ink of May 7, says editorially:

"The farmer being by nature and practice the discriminating buyer, favors the merchandise he knows most about. He is buying now goods that have been advertised to him over a considerable period of time, not those that were spasmodically brought to his attention—merchandising reputations are not built in a day, and it is upon these reputations that the farmer buys his goods."

g Sells the Farmer

ers' Ink Says So

This is sound advertising doctrine. Advertisers who plan their farm paper schedule to run the year round are insuring themselves a conspicuous place in the farmer's mind when he comes to buy.

Write for a complimentary copy of the complete Printers' Ink editorial. It is a thought-provoking analysis of the farm market.

Agricultural Publishers Association

Victor F. Hayden, Executive Secretary
76 West Monroe Street, Chicago

Complete coverage of the farm field and dominance of the seventy million population in the rural market

set of tools—better than he ever had before—and then the carpenter sits back and smokes his pipe all day and at night condemns the tools because no work has been done."

The upshot was that the new agency man went to an entirely unworked market. He started an advertising campaign in that market of half the size that ran in other markets. He picked up a half dozen local salesmen, out of jobs, and they started to sell. At the end of three months, they did not have any 80 per cent distribution. They did have possibly 35 per cent distribution in the better class of stores, but orders were coming in in good quantity. In many of those retail stores, the line was already the best seller.

But that little trial-territory sales force under the agency man did not concern itself with just getting a case into a man's store. The men did not pay much attention to the number of stores stocking the line. They did concern themselves, however, with the job of making the line sell in every store that it was put into.

Where the general sales force of that company looked upon the advertising to do its job, the little, special force, looked upon the advertising as simply a tool to help do the job. These men did not try to convince the trade that this advertising campaign would change the local consumer demand and bring in an excited crowd of housewives demanding the new product. But they did teach the dealers that the trade would be benefited by keeping this new line well in front of the consuming public. They were not satisfied with one case orders, given mainly to prove to the salesman that the line would not sell. Instead of trying to place a case in each of ten stores, they made it their business to get at least one store properly sold and in position to resell. Dealers' homes were called on and their wives given kitchen demonstrations. And the clerks' wives were called on in the same way. By the time a store was properly worked, the merchant

and his men were unconsciously lined up as real salesmen for that line.

But the sales work did not stop there in its thoroughness. Each one of those salesmen was taught to select one good store in which to spend Saturdays—the day when the salesmen in the other cities rested because "you can't work the trade on Saturday. It makes the dealers sore at the house."

SATURDAY SELLING

On Saturdays, these salesmen got behind the counters in the stores they selected. The first time they worked in a store, the reaction was purely phlegmatic. The dealer felt that it was either no more than right or that it was a sort of necessary nuisance that had to be put up with. But the next week, the same salesman asked permission to go back to the same store. That was rather new in the way of thoroughness in selling a new product. The dealer was mildly interested. The clerks welcomed the salesman back on the second Saturday. The climax was reached when the salesman came back on the third Saturday. By that time, the dealer had ordered and re-ordered. And on the third Saturday, the salesman could almost sit back and watch his trained retail force work. In the minds of those clerks, there was one best brand. And they got back of that brand and sold it.

When women came in and asked for this product, they got that particular brand. And more than one clerk remarked: "These are unusually fine. Of course, you've seen the advertising."

And more women than not recalled that they had seen it. They had a feeling of confidence in the product. That little extra push by the retail grocer who had been properly sold completed the cycle and made the sales campaign effective. The advertising in that town was a splendid success, because the sales force knew how to use it.

In this case, instead of the advertising agency losing the account and letting it go either to

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another agency or allowing the advertiser to convince himself that advertising was not for him, the whole situation was saved through the changing of the sales department's attitude toward advertising and the demonstration of the fallacy of so-called "distribution."

Ten, fifteen, twenty years ago, the average salesman was opposed to advertising. In more recent years, the newer generation of salesmen have permitted themselves to be oversold on advertising.

It is a nice thing to be lulled to sleep on the idea that because the house is now advertising, the goods will walk right off the dealers' shelves and all the salesman has to do is go around and write orders.

Then comes the awakening—when the sales force and the company realize that advertising, in itself, may be good advertising and there may be plenty of it, but that unless the sales force knows how to use it and does use it and appreciates its limitations and works with those limitations in mind, then the dependency upon advertising to take the place of hard sales work becomes an expensive fallacy.

Eaton Axle Appoints C. C. Bradford

C. C. Bradford has been elected vice-president of the Eaton Axle and Spring Service Company, Cleveland. He was with the United States Light & Heat Corporation, Niagara Falls, N. Y., for a number of years and also represented Young Brothers Company, Detroit, Mich.

A. C. Goodrich Joins J. Walter Thompson

A. C. Goodrich has joined the Chicago office staff of the J. Walter Thompson Company in the capacity of service man. He was formerly industrial sales manager of The Wahl Company, Chicago, manufacturer of Eversharp pencils and Wahl pens.

Fruit Jar Account for F. J. Low Company

The Vacuum Seal Company, Inc., New York, manufacturer of fruit jars, has placed its advertising account with the F. J. Low Company, Inc., New York advertising agency. Magazines and farm and business papers will be used.

Toronto Publisher Advances Hall Linton

Consolidated Press Ltd., Toronto, has appointed Hall Linton manager of its Chicago office. He succeeds Albert H. Smith who has joined *The Dental Student*, Chicago. Mr. Linton has been a member of the Chicago staff for the last year, representing the trade papers published by the Consolidated Press. In his new position he will represent *Saturday Night*, *Canadian Home Journal* and *Canadian Farmer* in Chicago and the Mid-West.

S. K. Arnott has been transferred from Toronto to the Chicago office to take over representation of the trade papers.

Smith-Paulson Service Adds to Staff

The Smith-Paulson Advertising Service, Inc., Chicago, has added John C. Healy and Robert G. Risley to its staff. Mr. Healy, who has been engaged in agency work, has been appointed account executive. Mr. Risley, formerly with Toby Rubovitz, Inc., Chicago printer, has been made a service executive.

Spark Plug Account for St. Louis Agency

The Trampe Spark Plug Co., St. Louis, maker of a non-fouling spark plug, has appointed the Adamars Company, St. Louis advertising agency, to direct its advertising account. Full page copy in daily newspapers is being used to support jobber and dealer distribution.

R. E. Brown, Vice-President, Oil Trade Journal, Inc.

Richard E. Brown has been appointed vice-president of the Oil Trade Journal, Inc., New York, publisher of *Oil Trade, Fuel Oil*, and *Petroleum Register*. For the last seven years he was Eastern manager of *Engineering and Contracting*, Chicago.

Boyce Publications to be Consolidated

Beginning with the August number, the W. D. Boyce Company, Chicago, will publish as a monthly, the *Blade and Ledger*. This will serve as a combination of the two monthly publications and the two weekly publications which this company now publishes.

R. H. Isbell with William Byrd Press

Robert H. Isbell has been appointed director of the advertising and service departments of the William Byrd Press, Richmond, Va. He was formerly with the *Washington Herald*, and was at one time engaged in advertising agency work in New York.

A Great in the adver



Pen-and-camera reporting at its best

N.Y. DAILY

Clean, live, pic features for all

J. MORA BOYLE, *Advertising Director*

Newspaper advertising manner

PICTURES often help the story—whether it's about merchandise, a service, or world news.

In the tabloid MIRROR, we have built a newspaper as you build advertisements.

We lift off the cream of the day's important news; serve it invitingly; discard the skimmed milk.

Pictures are used

wherever they are interesting, pointed and newsy.

The result has made newspaper history. The Mirror gained 60,000 between the last two circulation periods—while the big-page newspapers as a whole lost nearly 120,000.

The Mirror now
guarantees
225,000.

MIRROR

tured news and
the family.

55 Frankfort St., New York. Western Office: 326 W. Madison St., Chicago

Business Letters Poured into a Mold

THE DURIRON COMPANY, INC.
DAYTON, OHIO

Editor of PRINTERS' INK:

We have read many articles and several volumes on business correspondence, most of them iconoclastic of countless forms and expressions that have done yeoman service for many years.

Is it possible that the enthusiasm with which these progressives blast nearly every old standby and favorite may go too far?

For example, we have in mind a concern where these "correspondence courses" have been eaten up, and the word has been passed to all of its correspondents never to use "our Mr. Blank."

In referring to the visit of the company's salesman it must be written "Mr. Blank, our representative, who called," etc.

Do you feel that this is putting too confiding a trust in the infallibility of the "epistolic don't" authorities?

May not a sales letter become so "refined" that it loses spontaneity?
H. R. DANIELS.

It seems that the question asked by Mr. Daniels leads right into the herd of sacred white oxen which some advertising experts have set up in their temple on the hill. These animals, referred to in a recent editorial in *PRINTERS' INK*, like those sacred oxen of India, must never be touched under penalty of the direst consequences. And yet some of the greatest successes in advertising have been made by those brave individuals who refused to be frightened, went ahead and approached the sacred oxen to discover that they were tractable cows after all which could easily be led to pasture. To mix the metaphor still further, it has often been discovered by those hardy prospectors who refuse to be frightened away from certain sections because they are not fashionable or because "It isn't being done this year," that pay dirt exists in large quantities in such places.

The specific question brought up by Mr. Daniels after his general question concerning "our Mr. Blank," and its supposedly far more genteel substitute "Mr.

Blank, our representative," seems to us to be straining at a gnat. If all the men who write correspondence are to have a long list of "don'ts" it is safe to assume that the letters they write will gradually lose spontaneity and become stilted and formal things with no personality and no selling punch. While "our Mr. Blank" may have been overworked by traveling tailors and representatives of shoe manufacturers, there is nothing particularly vicious about the expression. It is not a white ox. Why not, as a variant, "our salesman, Mr. Blank," "our vice-president, Mr. Blank," or whatever "our Mr. Blank" may happen to be?

Many of the products of a modern civilization, like letters and wheat, may become so refined that they lose spontaneity and other valuable ingredients.—[Ed. *PRINTERS' INK*.]

New Accounts for Clark E. Locke

The following concerns have placed their advertising accounts with Clark E. Locke, advertising agent, Toronto, Ont.: The Wahl Company of Canada Ltd., Wahl fountain pens and Eversharp pencils and The Storm King Windshield Company of Canada Ltd.

E. S. Wadsworth with Louis Charles Rosenberg

Edwin S. Wadsworth, for the last five years an officer and account executive of the Thomas Advertising Service, Jacksonville, Fla., has joined Louis Charles Rosenberg, Inc., New York advertising agency.

Al Fresco Advertising Company Augments Staff

Royle Jones, formerly with the United Advertising Corporation of Texas, is now with the Al Fresco Advertising Company, St. Louis.

Alabama Publishers to Meet
The Alabama Press Association will hold its annual meeting in Baldwin County on June 18 to 23. Sessions will be held at Bay Minette, Foley and Fairhope.

W. H. Southern Leaves Waverly Oil Company

Willard H. Southern has resigned as sales manager of the Waverly Oil Works Company, Pittsburgh, Pa.

TELL AND SELL THE MERCHANT AND HELL TELL AND SELL THE MILLIONS ♪

Tell and sell him in the soonest, simplest way—via the Economist Group, part of the business lives of 45,000 buyers and executives in 35,000 foremost stores in more than 10,000 key centers—stores doing 75% of the total business done in dry goods and department store lines. Do you know the coverage and control of the Dry Goods Economist and Merchant - Economist?

(UPC Publications—239 West 39th St., New York)

He shows them at the critical purchase point



That "Something Different" in Advertising

TODAY is the day of "something different in advertising" Advertisers want new ideas. They want to present those ideas in a different manner. They are striving for the unusual, the distinctive, the individual.

This accounts for the present day *demand* for OFFSET—not acceptance—but good old-fashioned *demand*. In each industry, the advertiser producing his advertising OFFSET is dominating all his competitors as regards distinctiveness, individuality and results.



Call in an Offset Salesman

It will obligate you in no way to call up the lithographers near you who operate OFFSET presses, ask their salesmen to call and show you advertising they have produced which is different.

Published in the interests of More
Effective Advertising by The Harris
Automatic Press Co., Cleveland, Ohio,
Manufacturers of

HARRIS
offset  presses



The Limitations of Advertising

Don't think advertising will attain the impossible. It is not the whole thing in business. Where you find a business successfully advertised, there also will you find a product and particularly a management that would succeed without advertising. The advertising has brought a larger success, and in a shorter time.

Unless your product has qualities for success in its appeal and cost, and unless you yourself have the qualities requisite to successful, aggressive management, no advertising expert can help you much. But with those advantages, you can profitably employ experienced advertising counsel, much as ships use the service of pilots in leaving and entering port.

Here we have men of seasoned ability and of long experience in merchandising and advertising. Consultation involves no obligation.

"What is advertising" a series of which the above is one has been published under this title. The entire series will be sent upon request.

C. C. WINNINGHAM
Advertising and Merchandising

10 PETERBORO WEST
DETROIT

Detroit's "Y" Raises \$5,471,323 in Eleven Days

The Campaign Plan Which Achieved This Fine Result

THE Detroit Young Men's Christian Association set a record in May when, in 11 days, it raised, by public subscription, the sum of \$5,471,323 for a building and expansion program.

The total cost of the drive represented 2½ per cent of the sum pledged. The cost of similar undertakings has ranged from 5 to 15 per cent.

The major portion of the credit for the success of the Detroit Y. M. C. A. campaign has been given, by those at the head of the movement, to a group of Detroit advertising men, members of the Adcraft Club, who voluntarily took upon their shoulders the task of selling the "Y" to Detroit.

Consider some of the adverse circumstances which surrounded the undertaking.

First, there was the fact that the campaign had been announced back in November, 1924. It occupied generous space in the newspapers for a day or two, and then seemed to pass from public view.

Second, there remained in the mouths of some groups an after-taste of the unfounded rumors concerning certain of the "Y's" wartime activities. As one of the Adcrafters remarked: "We are not only combating indifference; we've got to break down some actual antagonism."

Third, Detroit was quite surfeited with campaigns, drives, special weeks, tag days, and all such undertakings.

Henry T. Ewald, president of the Campbell-Ewald Company, was elected chairman of the campaign committee on publicity and public information. This was last January, a time when the first announcement of the campaign had become a vague memory or else was entirely forgotten.

He issued a call to the Adcrafters for volunteers, and gathered about him in executive

capacities the following associates:

Walter K. Towers, advertising manager for Paige-Jewett, vice-chairman; Ward H. Marsh, of McKinney, Marsh & Cushing, chairman of committee on copy and plans; Elmer P. Grierson, business manager, *The American Boy*, chairman of committee on mediums; Verne Tucker, of the Apel-Tucker studio, chairman of committee on art; Joseph B. Mills, publicity director, J. L. Hudson Co., chairman of committee on features; Frederick Dickinson, advertising and assistant sales manager, Hupp Motor Car Co., chairman of committee on publicity, and Clinton F. Berry, assistant vice-president and advertising manager of the Union Trust Co., chairman of committee on speakers. Gordon Kingsbury, secretary of the Adcraft Club, acted as secretary of the committee.

FOUR MAJOR COPY APPEALS

There were four major copy appeals in the advertising. First, was approach through endorsement by prominent persons. Letters of men prominent in the business, industrial and professional life of the city, who had benefited by early training at the Y. M. C. A., were grouped and reproduced in an advertisement. Second, was the direct selling appeal, in which was laid before the people of the city the aims, purposes, needs and accomplishments of the Y. M. C. A. Third, came the human-interest appeal, the plea for the boy who comes as a stranger to a large city and who goes right or wrong, according to some seemingly unimportant happening that usually attends the time immediately after his arrival. Fourth, came the appeal to reason.

Nor were the economic and civic pride phases of the adver-

tising program overlooked. The economic appeal was more or less indirect, and was exemplified in an advertisement under the caption, "Would you live in a community without a school?" Thus, the reader was struck with the idea that such an organization as the "Y" was as much of an essential to the decent and upright development of his community as a school. The civic pride appeal was voiced in an advertisement headed "Let's not spoil our record now," under which were cited the numerous achievements of the city. Another full page proclaimed to Detroiters that "Youth expects Detroit to do her duty."

"It seems to me that the wisdom of using a variety of well-defined appeals was vindicated in the Detroit campaign," said Mr. Marsh. "I heard a great many people comment on various advertisements in the campaign, and it was interesting to note that some liked the so-called emotional advertisements; others liked those which appealed to reason; and still others liked the sales appeal. In other words, we tried to reach all classes of people, and I think we were fairly successful."

The advertisements were widely distributed. Full pages were taken in each of the three daily newspapers, beginning ten days before the opening of the campaign and continuing daily to the end. They were preceded by three days of "teaser" advertising. Foreign language publications, community papers, weekly periodicals, and a few monthly publications, were also used, but to a limited extent. The mediums committee also selected locations for forty poster boards in strategic spots of the city.

The features committee originated something new in campaign advertising when it erected a huge signboard on the Campus Martius, in the heart of Detroit. On this board appeared in outline the figures of seven branch Y. M. C. A. buildings. They were blocked in with white paint. Over them was a streamer, "Seven New Buildings for the

Y. M. C. A." Below them appeared the appeal; "Let's Finish the Job in Eleven Days." Each day, during the campaign, when the returns reported by workers had been tabulated and totalled, there was a parade from the headquarters at the Book-Cadillac Hotel, to the board on the Campus. A band always preceded the army of 2,000 workers.

While thousands of people looked on, the progress of the preceding twenty-four hours' work was painted over the white outline of the buildings with vivid red. The cost of a branch was estimated at \$750,000. If that sum had been raised, an entire building was painted out; if a smaller sum, only a proportionate part of the area was covered. Persons of prominence in Detroit did the painting.

A motion picture, produced under direction of the publicity committee, was distributed to about 200 Detroit film houses. It depicted the experience of a country boy freshly come to Detroit, and drew a contrast between what happened when he came under the influence of the "Y" and what might have been his unhappy fate, had he fallen into evil hands.

Co-ordination of all these committees operating under the chairmanship of Mr. Ewald produced an effect that was unmistakable after the campaign was more than one day old and the final results, stated at the beginning of this article, show that this initial momentum was not permitted to die down.

L. H. Hangel with Weeks Carburetor Company

L. H. Hangel has been appointed sales manager of the Weeks Super Carburetor Company, Milwaukee. He was formerly sales promotion manager in charge of advertising, for the Mantel Lamp Company, Chicago.

Appointed Representative of Montreal "Financial Times"

The Montreal *Financial Times* has appointed Robert S. Farley, New York, as its financial advertising representative.

When one newspaper in a community carries more local and National advertising, month after month and year after year, than the competing newspaper in the same community, there must be a good reason or a number of good reasons.

Is it the circulation?
Is it the kind of readers?
Is it the pulling power?
Is it the prestige?

Or is it a combination of all these?

The Springfield, Mass. UNION

carries more local and National advertising month after month and year after year than is published in the opposition newspaper in Springfield, Mass.

Do you ask for advertising lineage figures before placing your advertising schedule?—
You should!

National Representatives

PRUDDEN, KING & PRUDDEN, Inc.

170 Madison Avenue
New York

Globe Building
Boston

Steger Building
Chicago

507 Montgomery St.
San Francisco, California

Leary Building
Seattle, Washington

San Fernando Building
Los Angeles, California



Making Their Business *Your Business*

MIND your own business may be sage counsel at times—but it is poor advice for a manufacturer of homefurnishings or household equipment to follow.

The successful manufacturer today knows a great deal about the other fellow's business—in particular about that of his retailers and the consumers who patronize these retail stores.

But there are individuals and organizations making appliances, furnishings or equipment used in the home who are not showing annual profits

they rightfully feel they should, and are barely holding their own against direct and indirect competition.

One particular reason for this is obvious. These manufacturers do not know where and how their real customer, the consumer, purchases homefurnishings and household equipment. Many of them are concentrating their sales efforts upon retail outlets that have an opportunity to sell but a small percentage of the women who purchase such merchandise.

For these women have definite buying-habits and invariably buy from certain stores year in and year out. *Furniture Record* in its recent survey of the buying habits of retailers and consumers in this field,



learned that 52.4 percent of all women interviewed bought homefurnishings and equipment at exclusive furniture stores. By this is meant stores that sell furniture and house-furnishings only.

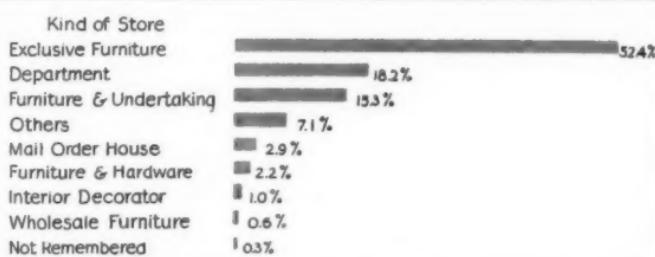
Department stores came next with a percentage of but 18.2 percent. Other stores in the order patronized are shown on the chart illustrated here.

This survey, which took eight months to make, represents what hundreds of women, in varied financial circumstances, personally told reporters about the purchases they had made during 1924 and are planning to make in 1925.

This information had aided a number of agencies and ad-

vertisers whose products are salable in this field to revise their sales and advertising plans so as to render them more effective. For the advertiser who obtains most for his money is making it his business to *know* where and how his merchandise has greatest opportunity for sale.

Furniture Record can show you some very definite things about your customers' buying-habits that will assist you in placing your goods in the retail outlet where the greatest volume of merchandise similar to your own is purchased. This information is yours without cost if your product is purchased by women and is used in the home. Write for it.



This chart shows where the hundreds of women personally interviewed in the *Furniture Record* survey purchased their household equipment and furnishings during the last year.

FURNITURE RECORD

Published by the Periodical Publishing Company
Grand Rapids, Michigan, U.S.A.

A.
B.
P.

C.
B.
A.

Simplifying the Salesman's Physical Equipment

Many Salesmen Do Best at Bare-Hand Selling

CALIFORNIA PACKING CORPORATION
SAN FRANCISCO

Editor of PRINTERS' INK:

Please send us a list referring to any articles you may have printed in recent years on the question of standard equipment for specialty salesmen, such as typical employers require salesmen to carry and use, such as brief cases, order books, label books, sales manuals, samples, etc.

CALIFORNIA PACKING CORPORATION
Promotion Department,
W. P. ROGERS,
Dept. Mgr.—Advertising.

PRINTERS' INK has published considerable material on the question brought up in this letter.

Naturally, the equipment that a salesman is supposed to carry varies with the business and with the necessity of carrying a line of samples. The tendency for several years has been to simplify salesmen's equipment. Thirty years ago salesmen in such lines as toys, dry goods, clothing and novelties, used to travel with a whole carload of trunks. Sampling has been developed to such an extent in recent years, however, that two or three trunks are about as many as any salesman carries.

In fact, the practice of carrying samples seems to be declining. Not so many years ago, every salesman carried at least a few samples, but today probably the majority of salesmen do not tote any samples at all. The tendency now appears to be to let photographs, drawings, catalogues and other advertising literature take the place of samples. As a whole, this tendency has probably been a step forward, but in some places it has been carried too far. After all, for some products at least, there is no substitute for an actual sample of the goods.

Just as the practice of carrying samples has been waning, the quantity of substitutes for samples seems to be steadily increasing. Many companies load their salesmen with an unbelievably large

quantity of broadsides, catalogues, photographs, processed letters, testimonials, portfolios, manuals and similar material too numerous to detail. There is need for simplification here. The material which a salesmen should have in his kit ought to be condensed into conveniently arranged catalogues, manuals and portfolios. If a salesmen has to rummage through his kit every time a prospect asks a question, this material which was intended for his help is likely to do him more harm than good. A good salesmen should not have to pull out a selling trick from his brief case every time that he runs into a snag in the sale. He should have an answer for every objection in his head. When it is a part of his mental equipment, he can use it more naturally and also more effectively than if he has to reach into a bag to find it.

While it is true that most concerns have all their salesmen carry the same equipment, it is probably also true that the men are allowed wide latitude in its use. Selling can never be made a standardized process. As soon as a salesman is obliged to conform his methods to a standard mold, he is likely to lose his individuality, and the chances are that whatever ability the man has as a salesman is due to his individuality.

If a salesman observes house policies in the main, he should not be censured for departing somewhat from routine. He should be allowed to sell in the way that he has found best. Many salesmen are known as bare hand sellers. That is, they do not need any samples or demonstrating devices or other physical paraphernalia in order to sell. They do best when their hands are empty and there is nothing for them to concentrate on, other than the flow of verbal selling talk.—[Ed. PRINTERS' INK.



Oakland California

Progressive Municipality

Oakland, California, and adjoining Eastbay municipalities, have definitely planned and have partially under construction \$64,217,000 in development projects for the year 1925. These municipal improvements range from a \$39,000,000 bond issue for water supply down to a \$150,000 appropriation for street lights.

The class of improvements being made are such as naturally result from the general advancement of a growing prosperous community.

The metropolitan area of the Eastbay has an estimated population of 445,000, and a noticeable characteristic of residents in this area is that a large percentage are home owners. This home ownership tends to produce a thrifty citizen who in the main buys most necessities on a cash basis. The merchant on the other hand is always willing to extend a more liberal credit to such customers when credit is needed. This means that the East San Francisco Bay trading area is a progressive municipality with money to spend, and the proper knowledge as to how to spend it.



Oakland Tribune

ONE OF THE WEST'S GREAT NEWSPAPERS

The 445,000 people in this great community generously respond to the advertiser's message presented to them through the advertising columns of the OAKLAND TRIBUNE
65,000 copies of the OAKLAND TRIBUNE are delivered every evening
and every Sunday morning

National Representatives:

WILLIAMS, LAWRENCE & CRESMER CO. 225 Fifth Avenue, New York City • 360 North Michigan Avenue, Chicago



ACH year for 23 years—since 1902—thousands of girls have read and thoroughly enjoyed their favorite weekly paper, **THE GIRLS' COMPANION**. The excellent stories, interesting articles, special features and departments, all written by the best of authors for our 12 to 16-year-old girl readers, insure a continuous and appreciative welcome in the worthwhile homes by both the girl and her parents.

The opportunity for resultful acquaintance with these girls and their homes is being improved by a growing list of alert national advertisers, not only for immediate sales, but for future insurance with these home-makers of tomorrow.

THE GIRLS' COMPANION

(Applicant for Membership in A. B. C.)

David C. Cook Publishing Company, Elgin, Illinois

WESLEY E. FARNILOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York
 Ronald C. Campbell, 1510 Steger Building, Chicago
 Sam Dennis, Globe-Democrat Building, St. Louis

'Cook's WEEKLY TRIO': A MILLION BOYS AND GIRLS

THE MEN AND WOMEN OF TOMORROW

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

Advertisers Attend Summer Training Camp

Second District Convention Discusses Sales and Advertising Tactics

DESPITE the terrific heat which prevailed, more than 300 delegates were recruited for the summer training camp that marked the annual convention of the Second District of the Associated Advertising Clubs of the World. The convention, which was held at Bethlehem, Pa., on June 1 and 2, was attended by members of advertising clubs in the States of New York, New Jersey, Pennsylvania, and Delaware.

Discussions of problems confronting retail advertisers dominated the convention program. Special emphasis was placed on the need for soft-pedalling the price appeal in advertising and, in its stead, to feature the appeal of quality. "Let us forget about price, except in the sale months," said Edward J. Davenport, of M. Nathan & Brothers, Johnstown, Pa. "Let us stop telling folks how to save money and show them how to spend it, wisely and for more happiness." Carl L. Gibson, of the Standard Corporation, New York, stressed the same argument. He said that the advertiser who depends altogether on the price appeal would lose his business as soon as his price was undercut by a competitor. William Nelson Taft, editor of the *Retail Ledger*, Philadelphia, said that retailers have undermined the confidence of the public through their insistence on preaching prices and sales of various kinds.

Bert M. Garstin, of the New York *Evening Post*, pointed out one of the reasons why advertising fails to move merchandise. He said it was not the fault of the advertising in most cases, but rather the fault of the merchandise because it is merchandise for which at that particular time there is no demand, either because it is unseasonable, out of style, or some similar reason.

L. S. Chubbuck, advertising manager of the Binghamton N. Y. *Press*, said that the newspaper

today aims to help the advertising pay the merchant, because the newspaper realizes that unless the advertiser's curve of sales goes up, the advertising income of the newspaper will not go up.

Berlin Boyd, manager of the Better Business Bureau of Scranton, Pa., stated that, "newspapers have been a strong factor in the elimination of the so-called 'borderline cases' of deceptive advertising, which though they may be legally correct are morally misleading and confusing." He said that newspapers took this action because they realized that their greatest asset lies in the confidence of their readers.

In a talk on "Whose Business Is It?" S. Roland Hall, Easton, Pa., advocated the co-operation of publications and advertising agencies for the suppression and elimination of misleading advertising, particularly "cures and remedies" for diseases pronounced incurable by the medical profession. Colonel C. J. Smith, Allentown, Pa. *Morning Call*, in a talk on "Who Pays for the Free Publicity?" stated that in his opinion the advertiser pays because he is asking "for something that will detract from the real news worth of the publication in which he seeks his market through interested circulation." Walter B. Winstock, of the Philadelphia *Evening Bulletin*, outlined a number of the factors which retailers should take into consideration in planning their advertising.

The morning session on June 1 was presided over by Paul V. Barrett, advertising manager, International Correspondence Schools, Scranton, Pa.; the afternoon session by William S. Hutchinson, general sales manager, Bethlehem Fabricators, Inc. Bartley J. Doyle, president, Keystone Publishing Company, Philadelphia, was chairman of the morning session on June 2 and Rowe Stewart, general

manager, *Philadelphia Record*, and retiring chairman of the Second District, presided over the afternoon session.

An exhibit of advertising was brought from Philadelphia and erected by the Poor Richard Club.

Howard C. Squiers, of the Scranton Correspondence Schools, was unanimously elected chairman of the Second District. P. Ross Bundick, president of the Baltimore Advertising Club, and president of the Service Terminal Company, was elected vice-chairman. Richardson Webster, secretary of the Chamber of Commerce, Brooklyn, was elected secretary. Lancaster, Pa. was selected as the convention city for 1926.

Another feature of the convention was a joint meeting of the Eastern Industrial Advertisers, Philadelphia, and the Technical Publicity Association, New York, which was held on June 3. They were taken on a trip through the Bethlehem Steel plant and attended an industrial moving picture and lecture by G. A. Richardson of the Bethlehem Steel Company.

New Hampshire Commission Appoints J. W. Gannon

The State Advertising Commission of New Hampshire has appointed J. W. Gannon & Company, Inc., New York advertising agency, to conduct an advertising campaign which will start this month. The chief attractions of the State will be advertised in newspapers throughout several of the larger cities East of the Mississippi and North of Virginia.

American Photo Engravers to Hold Convention

The American Photo-Engravers Association will hold its twenty-ninth annual convention at the Hotel Commodore, New York, on July 16, 17 and 18. Subjects to be discussed will include the "Revision of the Standard Cost System," "Collective Advertising Campaign," and "The Federal Trade Commission." The convention will close with a dinner and dance.

The E. W. Hayden Company, Toledo, Ohio, manufacturer of Ruby Gloss polish, Hayden's Cedar Oil and other household products, has changed its name to the Household Products Company. Carman B. Smith has been appointed president and general manager.

A Departmental That Had a Successful Meeting

ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES

INDIANAPOLIS, IND.

Editor of PRINTERS' INK:

A story in your issue of May 21 referred to the fact that departmental sessions at the Houston convention of the Associated Advertising Clubs of the World, "failed to hold the interest of the delegates." The story continued with the statement that "attendance varied between ten and twenty delegates" at the departmental meetings.

Specific reference was made in your story to the Association of Newspaper Advertising Executives, which is the newspaper departmental of the Associated Advertising Clubs of the World. I am sure that your reporter was entirely misinformed in regard to the sessions of our organization. Our meeting room, on the fifth floor of the Houston Chamber of Commerce Building, seated approximately 200 people. Practically all of the time, the room was comfortably filled and, hour after hour, dozens of people occupied standing room.

In view of the distraction of numerous entertainment features and considering the excessive heat, I do not believe that such attendance indicated a lack of interest in departmental sessions, such as your article assumed to exist. I cannot speak for the other departmentals, but I know that the meetings of the Association of Newspaper Advertising Executives held the interest of the newspaper men.

Possibly the attendance at the Houston convention of the Associated Advertising Clubs of the World was somewhat below normal. Nevertheless, attendance at the meetings of the Association of Newspaper Advertising Executives was equal to, or in excess of, the usual attendance.

The contention that departmental sessions should be discontinued at future conventions of the Associated Advertising Clubs of the World is interesting. If they were discontinued, a considerable proportion of the attendance of the Associated Advertising Clubs of the World conventions would be lost. The Association of Newspaper Advertising Executives, for instance, spent a considerable sum of money to develop a high-grade program and to promote attendance. Our association brought several hundred people to the convention at Houston. If departmental sessions were prohibited, the Association of Newspaper Advertising Executives would be forced to promote an entirely separate convention.

Many advertising people feel that the logical procedure would be to authorize additional departmental sessions rather than to curtail them. A general program is entirely proper, but the average advertising man, at least in the newspaper field, is anxious for the maximum number of departmental sessions where he will have an opportunity to hear his own immediate problems discussed.

ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES,
FRANK T. CARROLL,
President.



Retailers Know
that there is
Real Cash Value
in the statement
to their Customers
"This Merchandise
is all that is claimed
for it—

**GOOD
HOUSEKEEPING
SAYS
SO"**

What Sales Departments Expect of Advertising Departments

As Explained by a Sales Manager

By S. B. Woodbridge

Sales Manager, E. I. Du Pont de Nemours Company

NO business is getting very far unless it knows where it is going. This means it must have a definite objective. To attain this objective, there must be a policy covering its actions. If we know where we are going and have a definite policy by which we will govern our actions, we can plan comprehensively the ways and means of most effectively gaining our objective and doing this in the shortest reasonable period of time.

I want this to be clearly understood because I think that a great many concerns can attribute many of their difficulties and a great deal of their failure to achieve success to the fact that they are sort of wandering around. They have no objective to aim at. They have no definite policy of action. Their efforts must necessarily be of the hit-or-miss variety. They blow hot or cold as their executives may happen to feel. They start enthusiastically on a certain course only for some trivial reason to abandon the course and try another. It is a case of in and out, up and down, with plans being changed, with a great deal of wasted effort, conditions under which it would be almost impossible to do anything constructive or to seek intelligent or helpful co-operation from an advertising department.

Therefore, I say that the sales department must know what its objective is, must have a comprehensive policy under which to operate, must know what merchandise the company desires to sell, what items will be featured particularly, and in short, have a sales program as the first essential to begin building sales volume.

Portion of an address delivered at the Pittsburgh meeting of the Paint and Varnish Sales Managers Conference.

These are the questions which it is the business of the sales department to answer: Where is our business? Why is it there? When do we expect to get it?

Wrapped up in the answer of this parcel of questions is the objective and policy of the sales department, and if the sales department can answer these questions intelligently, the advertising department can come in for co-operation on the ways and means of aiding the sales department to arrive at the objective safely, profitably and on schedule. Having thus given you briefly my opinion of the position that the sales department must take in its business, let us proceed to look over, in outline, some of the things that the sales department must expect of the advertising department.

THE FIRST REQUISITE

In the first place, the sales department must expect the advertising department to have a complete understanding of the sales objective, policy and products. No advertising department can be of much help unless it understands fully the objective to be gained. I do not see how an advertising department could properly co-operate without first ascertaining these facts. If the situation is hazy, confused, lacking in definiteness, it would be better to have the advertising department hold off until such time as an agreement can be reached as to what the objective of the company is.

This complete knowledge that the advertising department should have would tell it the size and capability of the sales force, whether it is to be increased to accomplish the sales objective, or whether the development of the business should be undertaken

Homecraft



Small town people are probably more interested in home life than any group in America. A larger proportion are home owners than either farm or city.

Editorial matter in People's Popular Monthly aimed at stimulating interest in more attractive homes—always strikes a very responsive chord.

Homecraft is a term we are using to arouse interest in "a more attractive home and family life."

National advertisers who have a product for the "home" should select People's Popular Monthly as the first medium to carry their sales message.

People's Popular Monthly

Des Moines, Iowa

Carl C. Proper
Editor and Publisher

Graham Stewart
Advertising Director

New England Is One

New England is one of the most easily worked and traversed territories of its size in the country. It is a concentrated area in which there is little unproductive territory. Strategic distributing centers are close together and are connected with an excellent system of railroad, trolley, bus and truck transportation.

These factors are of tremendous importance when considering a new territory for intensive cultivation. Where markets are so close together as in New England, you will find that your sales costs are low; your merchandise can be delivered to distributors within twenty-four hours; salesmen can spend most of their time selling, traveling can be done at the close of the day.

The most direct and economical method of
Each of the Newspapers here named is a power with



HAVERHILL, MASS., GAZETTE

Daily Circulation 15,400 A. B. C.
 Population 53,884, with suburbs 100,000

SALEM, MASS., NEWS

Daily Circulation 20,719 A. B. C.
 Population 43,697, with suburbs 150,000

FITCHBURG, MASS., SENTINEL

Daily Circulation 11,383 A. B. C.
 Population 41,029, with suburbs 110,000

BURLINGTON, VT., FREE PRESS

Daily Circulation 13,157 A. B. C.
 Population 22,779, with suburbs 40,000

LYNN, MASS., ITEM

Daily Circulation 16,486 A. B. C.—2c copy
 Population 103,000, with suburbs 125,000

Of Your Best Markets

reaching New England's 1,705,000 families is through newspaper advertising. This will accomplish a twofold purpose for you. It will interest the consumer in your merchandise and will provide an opening for your salesmen or your jobbers' men with the retailer. New England dealers are strong for advertised merchandise, especially when it is featured in their local newspapers.

Listed below are thirteen typical New England trading centers each one covered by a newspaper having powerful influence among its readers. Look into the cost of using them as an aid to establishing your merchandise in the New England market—you will find it to be low. Each publication will be an economical and practical adjunct to your sales organization.

the dealers and consumers in its home community

NEW HAVEN, CT., REGISTER

Daily and Sunday Cir. 43,196 P. O.
Population 165,000, with suburbs 225,000

WORCESTER, MASS. TELEGRAM GAZETTE

Daily Circulation 86,049 A. B. C.
Population 193,666, with suburbs 350,000

NEW LONDON, CT., DAY (Evening)

Daily Circulation 12,079 A.B.C.—3c copy
Population 25,688, with suburbs 60,000

PAWTUCKET, R. I., TIMES

Net Paid Circulation 25,821 A. B. C.
Serves territory of 130,000

HARTFORD, CT., TIMES

Daily Circulation 45,229 A.B.C.—3c copy
Population 138,036, with suburbs 373,000

PORTLAND, ME., EXPRESS

Daily Circulation 27,513 A. B. C.
Population 69,272, with suburbs 75,000

TAUNTON, MASS., GAZETTE

Daily Circulation 8,479 A. B. C.
Population 40,000, with suburbs 60,000

BROCKTON, MASS., ENTERPRISE

Daily Circulation 23,054 P. O.—2c copy
Population 70,000, with suburbs 100,000

Write direct for detailed description of each market

slowly and conservatively with a gradual and moderate increase of the sales force. The advertising department must know whether high-pressure methods will be used. In other words, the advertising department must know the capacity of the sales department to do the job at hand. This means a very close alignment with the sales department. It must be in the council of the sales department and be given every opportunity, by close contact, to confer in the sales department plans. They must be partners in the program.

What I am trying to make stand out in this discussion is the great need of the advertising department in having a comprehensive knowledge of the sales program as the groundwork for intelligent advertising co-operation. If it has this understanding it is my conviction that it will be able to plan the ways and means to support the sales program in a most effective and productive manner. Whatever the advertising support is to be, whether national magazine advertising, sectional or local newspaper campaign, outdoor display advertising, window trim, circularizing, contests, or what not, it must be created by the advertising department in such close contact with the sales department and under such a complete understanding of the objectives to be gained, that it will prove to be an effective assistance.

THE SECOND REQUIREMENT

In the second place, the sales department expects the advertising department to have a knowledge of advertising values. I mean by this the ability to appraise the value of the various advertising mediums.

The sales department oftentimes has some very satisfactory advertising suggestions to offer. A sales department will generally treat an advertising department's handiwork in a roughshod and cold-blooded manner, particularly when the advertising department has attempted to produce an advertising program without sufficient knowledge of the sales objective. If the advertising department

is functioning properly in co-operation with the sales department it must be the one to decide the effective means to assist in the sales campaign, and when it makes the selection of the mediums for which the advertising appropriation is to be expended, the sales department should have the conviction that the advertising program is sound and based on an exhaustive study and analysis of the value of various advertising mediums as to their effectiveness to accomplish the job at hand.

Now let us discuss for a few minutes what the advertising department is expected to put in the advertising, that is, the text, the copy, and the art work.

First—Very briefly, my opinion is this—the advertising department is expected to talk the language of the business. There are many phrases, sayings and words peculiar to a business. There are others which are never used by those who are familiar with the business. It is local and not foreign expressions that should be used in the advertising text. It is, therefore, the duty of the advertising department, knowing the business, to shape this copy so that it will express the advertising thought in the language that belongs to the business.

Second—The sales department also expects the advertising department to advertise the product that is being sold. This may be done in several different ways. The advertisement may directly represent the product, or it may represent its uses, or it may represent the concern and its relation to the product, or again the relation of the industry in which the product is manufactured, but it must unmistakably represent clearly the product that is advertised. I know there is a great deal of advertising space taken which I call indirect advertising. What I am referring to is advertising that is designed to aid in the sale of a certain product or products. Advertising copy must catch the eye and give an eyeful on first impression.

Third—The responsibility for



This book shows how package inserts are used to increase the sales of all sorts of products—from tools to tooth paste; seeds to shaving soap. You can get this book without charge from any merchant selling Warren's Standard Printing Papers, or direct from the S. D. Warren Company, Boston, Mass.

Are your goods shipped in packages?

WHEN a consumer opens your package, then is the time to impress him that you make or sell a *line of goods*.

Then is the time to tell him how to take care of your product—how to use it more effectively.

Manufacturers insert in their packages folders that stress the strong points of their goods, reprints of testimonial letters, slips inviting buyers to send in names of friends who might like to receive samples of the product.

Retailers enclose folders telling about new goods, new departments or services, coming sales.

The housewife opens a package of crackers. On top of the contents is a neatly printed slip. One side shows a picture of another cracker or cookie. The other side invites her to send for a booklet of recipes in which crackers are used.

No matter what you make or sell, you can make profitable use of package inserts—to develop keener interest in the product they accompany, and to tell people about your other products.

Wouldn't you like to know how other concerns are using this idea to increase sales? Wouldn't you like to know how the plan can be applied to your own line?

"More Business through Package Inserts" is the title of the interesting booklet illustrated above. It is brimful of pictures of effective package inserts and ideas you may be able to use profitably.

This book is free. Get it from any paper merchant who distributes Warren's Standard Printing Papers—or write direct to the S. D. Warren Company, 101 Milk Street, Boston, Mass.

WARREN'S STANDARD PRINTING PAPERS

Warren's Standard Printing Papers are tested for qualities required in printing, folding, and binding

This is to correct impression regarding advertising situation

IN full page advertisements in their own and other newspapers through the mails, The Cleveland News and The Cleveland Plain Dealer may have created an impression regarding the Food Advertising situation in this city which is unfair to The Cleveland Press.

A letter from the Fisher Bros. Co. (a large chain of food stores operating in Cleveland) was reproduced by The Cleveland News. This letter would leave the impression in the mind of the casual reader that Fisher Bros. advertising appeared exclusively in The News.

This is untrue. HERE are the FACTS:

During 1924 The Fisher Bros. Co. Published

50,855	lines of advertising in	The Press
48,579	" "	" The News
32,787	" "	" The Daily Plain Dealer
2,184	" "	" The Sunday News
No	" "	" The Sunday Plain Dealer

**During the first four months of 1925
The Fisher Bros. Co. published**

16,065	lines of advertising in	The Press
15,152	" "	" The News
15,657	" "	" The Daily Plain Dealer
924	" "	" The Sunday News
No	" "	" The Sunday Plain Dealer

The greater portion of The Fisher Bros. Co. newspaper advertising has been published in The Press for years. An inquiry direct to them will establish this fact.

The Cleveland

FIRST IN CLEVELAND!

Nationally Represented
ALLIED NEWS PAPERS

250 Park Ave., New York City — Cleveland San Francisco Cincinnati

rect an erroneous regarding the Food uation in Cleveland

On Tuesday, May the 19th, in the "Chicago Daily Tribune" the Cleveland Plain Dealer published a page advertisement in which was listed a group of 76 national advertisers of foods and beverages who used the latter publication in 1924.

This advertisement has caused considerable comment throughout the food and grocery trade, and in some instances which have come to our attention has left the impression that the Plain Dealer is Cleveland's leading food and grocery medium. To correct this mis-interpretation we here print the lineage figures in this classification for 1924 and for the first 4 months of 1925.

FOR THE ENTIRE YEAR 1924

	Local Food Advertising Lines	National Food Advertising Lines	Total Food Advertising Lines
Press	299,358	333,842	633,200
D. Plain Dealer	281,240	211,215	492,455
D. News	231,595	205,528	437,123
S. Plain Dealer	5,778	40,941	46,719
S. News	6,444	21,951	28,395

THE FIRST FOUR MONTHS OF THIS YEAR

Press	132,270	111,555	243,825
D. Plain Dealer	99,923	80,772	180,695
D. News	68,781	76,635	145,416
S. Plain Dealer	126	22,564	22,690
S. News	1,176	10,247	11,423

Cleveland Press

A SCRIPPS-HOWARD NEWSPAPER

Represented by
NEWS PAPERS, INC.

Francisco Cincinnati Seattle Los Angeles — 307 N. Michigan Blvd., Chicago

the advertising copy must rest with the advertising manager. His is a very difficult job. Everybody in the business can write fine copy and knows just how to set up advertising copy. While I grant you that the executives should take time to visé advertising copy, it should not be designed or written to please them, but to do the job. If you have the right advertising department capable of carrying the responsibility that it should carry, you will not alter its plans and program, over which it has worked for many months, to take the snap judgment gained by the first glance by a group of executives.

Somewhere I have read the following statement from an executive of a large company who said: "After a number of years of experience I found one thing, namely, that the big thing in advertising isn't copy and it isn't style of type; neither is it cuts or booklets or anything of that kind. The success or failure of any advertising department rests on its ability to connect up with the sales idea."

There should be no friction between the sales manager and the advertising manager, nor any jealousy because of the desire of one or the other to get personal credit for what is accomplished in the promotion of sales. The advertising manager should keep the sales department closely in touch with all he is doing and planning to do, and the sales department should give him all the information he needs and put him in the way of securing information, not within the four walls of the company's office, but from the field and the salesmen.

This leads me to the next step of what we should expect from the advertising department, and that is a broad vision of the sales program, the market possibilities, present and future, gained by as close contact and as frequent contact as may be possible with the field. In my opinion, the advertising department should know how to make surveys, to study markets, to assist the sales department in getting ready for sales campaigns

or in planning the future of the business for several years ahead.

The sales department should have no hesitancy in permitting the advertising manager or his assistants to get very well acquainted with the more important customers, to ascertain their particular needs, so that all the local color possible may be acquired and an intimate contact with conditions secured. This will give the advertising department an appreciation of what it means to sell merchandise both to the customer and through the customer to the public.

One more thing and that is the sales department expects the advertising department to be able to sell its stuff to the sales department, that is to the sales executives and the salesmen. After the advertising department has labored and brought forth the advertising program, created the copy and the advertising features, it must be able to present the program to the sales department and prove that it is a program that will assist the sales department in doing the job that they have laid out.

SALESMEN NEED EDUCATING

Salesmen, as a rule, do not understand the purpose or methods of advertising. They have wrong ideas and suspect that the increasing support of advertising diminishes the importance of the salesman. Therefore, the sales force must be brought to an understanding of what advertising is designed to do and particularly they must be brought into a sympathetic relation with their own advertising. When your sales force understands what the advertising is designed to do, you will get an enthusiastic reception and the advertising department will be on a decidedly popular footing with the salesmen.

Therefore, I say that the advertising department must sell its advertising. This may be done at conventions, as is our method. It may be done through the house-organ, or by personal contact, or some other method. Whatever the method, the advertising depart-

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"What is Splitdorf going to do in radio?"

FOR every industry the days of the radio-wave have been bright. The radio-wave is the place where the American has been most successful. What is Splitdorf going to do in radio?

While corner and spoutmen, bricklayers and carpenters, are great Splitdorf engineering customers, Splitdorf has also built a catalogue of electrical equipment which has been universally, certainly pre-
ferred.

Splitdorf now announces a new line of radio equipment, including production made possible by the use of radio-waves to insure greater efficiencies in

The man who buys equipment
not receives a serviceable product.

The man who buys equipment
receives a serviceable product.

WEBSITE

SPLITDORF ELECTRICAL COMPANY

Newark, New Jersey

Subsidiary of Splitdorf-Bethlehem Chemical Company



A national advertiser served by
The Eugene McGuckin Company

The EUGENE McGUCKIN Company

1211 CHESTNUT STREET
PHILADELPHIA

ADVERTISING

McG

Where to sell Autos

— *The* —

SYRACUSE, N. Y. HERALD

leads in **automotive** lineage year after year.

AUTOMOTIVE LINEAGE

	HERALD	POST-STANDARD	JOURNAL
1922 . . .	829,451 lines	727,307 lines	471,884 lines
1923 . . .	823,438 "	715,764 "	489,111 "
1924 . . .	841,449 "	643,580 "	447,076 "
FIRST 4 months			
1925 . . .	294,574 "	235,802 "	221,263 "

Advertisers do not guess that the **Syracuse Herald** is the most responsive medium for **automotive** advertising in Syracuse. They know; use the **Herald** and make sales.

National Representatives

PRUDDEN, KING & PRUDDEN, Inc.

270 Madison Avenue
New York

507 Montgomery St.
San Francisco, California

Globe Building
Boston

Leary Building
Seattle, Washington

Steger Building
Chicago

San Fernando Building
Los Angeles, California

ment must be able to sell its wares.

Now let me sum up very briefly what a sales department expects from an advertising department.

First—A comprehensive understanding of the sales policy, sales objective, product, or as I put it before—where is our market, why is it there and when are we going to get it?

Second—A knowledge of advertising values, or in other words the ability to select the proper tool for the job.

Third—That the character of advertising, text, copy, art work, talks the language of the business, advertises the product that is to be sold.

Fourth—That responsibility for the advertising material rests with the advertising department.

Fifth—A contact with the field, knowledge of conditions gained by field surveys.

Sixth—Ability to sell its wares to the sales department.

J. D. Eaton Leaves Hamman Agency

J. D. Eaton, formerly manager of the copy department of K. L. Hamman—Advertising, Oakland, Calif., has been appointed advertising manager of Albert S. Samuels Company, San Francisco and Oakland jewelry stores.

Appoint Kimball-Mogensen Company

The Kimball-Mogensen Company, publishers' representative, has been appointed by the Salem, Oreg., *Capital Journal*, and the Fullerton, Calif., *Tribune* as their national advertising representative.

G. B. Wilson with Charles L. Smith Company

George B. Wilson, formerly with the H. A. Korner Company, Wilmington, Del., has joined the Charles L. Smith Company, printing, of the same city, as director of production.

T. J. Mulvey Joins B. F. Dewees

Thomas J. Mulvey has been made advertising manager of B. F. Dewees, Philadelphia department store. He was formerly chief of copy of the Philadelphia *North American*.

E. M. McLean Advanced by Four Wheel Drive Auto Co.

E. M. McLean, former sales division manager of the Four Wheel Drive Auto Company, Clintonville, Wis., has been advanced to general sales manager. He was at one time sales manager of the Armleder Truck Company, Cincinnati, Ohio.

Ginger Ale Account for Critchfield

The Oxford Club Company, Minneapolis, has placed its advertising account with the Minneapolis office of Critchfield & Company advertising agency. A campaign featuring Oxford Club Pale Dry Ginger Ale will be conducted in Northwestern newspapers.

New Account for Advertising Service Ltd.

Frost & Wood, Smith's Falls, Ont., manufacturers of agricultural implements, have appointed Advertising Service Ltd., Montreal advertising agency, to direct their advertising account. Farm papers will be used.

E. K. Moore with "The Literary Digest"

Edward K. Moore, formerly with the Chicago office of N. W. Ayer & Son, has joined the advertising staff of *The Literary Digest*, New York. He will cover the Southern territory.

Alan Miller, Advertising Manager, Brewer & Co.

Alan Miller has been appointed advertising manager of Brewer & Company, Inc., Worcester, Mass., wholesale druggist. He was formerly with the Camden, N. J., *Post Telegram*.

G. L. Price Elected Secretary of Mayers Company

G. L. Price has been elected secretary of The Mayers Company, Inc., Los Angeles, direct advertising. For the last year he has been chief of plans and copy.

Philadelphia Bank Appoints L. H. Bergman

L. H. Bergman has been appointed advertising manager and head of the publicity department of the Central Trust and Savings Company, Philadelphia.

Norristown "Times Herald" Incorporates Subsidiary

The commercial printing department of the Norristown, Pa., *Times Herald* has been incorporated under the name of The Norristown Press.

What Advertising Departments Expect of Sales Departments

As Explained by an Advertising Manager

By H. C. Menagh

Advertising Manager, McDougall-Butler Company, Inc.

WHAT should the advertising department expect of the sales department? Most advertising managers believe that the sales department should make such strong demands on the advertising department for help that the advertising department hasn't time to expect anything.

Advertising is generally looked upon as an aid to selling, and rightly so. In the words of O. C. Harn: "Advertising is only a part of selling and it is not an attachment which can be taken on or off at will. It is part and parcel of the sales plan and sales organization." This perspective should be firmly imbedded in the minds of both sales and advertising departments.

The advertising department wants to be the helper of the sales department. In most cases it would gladly submit to being known as assistant sales department if the change in name would help to bring out the proper perspective.

But the sales department is inclined to under-estimate the value of advertising as a selling tool. There are thousands of salesmen who upon reading this will say: "Well, that doesn't apply to me. I carry my advertising portfolio and show it to every customer and prospect on whom I call." But those same salesmen neglect to send in the names of their best prospects to be promoted and leave on their lists the names of John Jones and William Smith, who were found to be funeral directors instead of paint and varnish dealers.

The salesman has many selling tools. He has his personality, he has a thorough knowledge of his

product, he has the quality of his product, and he has the good reputation of his house. These tools he uses to advantage, but advertising is another tool and unless he uses it to the limit of its possibilities he is not working at maximum efficiency.

But this merely raises another question: "How can the salesman use advertising as a selling tool?" In order that we may be specific let us consider a magazine advertising campaign alone. How can a salesman use a magazine campaign?

SHOWING CAMPAIGNS TO BUYERS

First—He can show the campaign to the prospective customers on whom he calls and feature it as a convincing argument that his company intends to sell for the dealer as well as to the dealer. Showing the campaign to the prospect does not mean merely sticking a set of proofs under his nose and saying: "You see we are doing some magazine advertising." It means spreading proofs of the advertisements out before the prospect so that he can see that here is a complete campaign of advertisements attractively and consistently prepared. It means taking up one of the proofs and getting the prospect's attention concentrated upon it—pointing out the appealing art subjects, the strong selling copy, the hook which draws inquiries in profusion. It means explaining the schedule on which the advertisements run—telling what magazines carry them and how many people are being reached by those advertisements.

And it means being enthusiastic about the campaign. A salesman who lacks enthusiasm in presenting a campaign makes it look insignificant in the eyes of his pros-

Portion of an address delivered at the Pittsburgh meeting of the Paint and Varnish Sales Managers Conference.



Reproduction of full-page advertisement that appeared in
The Saturday Evening Post, May 9, 1925.

HERE'S a new, fine train between the Atlantic Seaboard and the midwest. It's The National Limited, from Washington to St. Louis through Cincinnati. Advertising men and their clients should know it for solid travel-comfort. Baltimore & Ohio hospitality makes the trip pleasant and an advantage in mileage makes it shorter.

Established 1900

THE RICHARD A. FOLEY ADVERTISING AGENCY, Inc.

New York
247 Park Ave.

Philadelphia
219 N. Broad St.

Member: American Association of Advertising Agencies

pects, but the salesman who talks about it like a father telling of his son's making the varsity team makes the advertisement look so effective to the prospect that he is almost impelled to clip one of the coupons himself. That is what showing a magazine campaign to a prospect means.

Another way in which the salesman can use a magazine campaign is to show it to his dealer customers and see that they use it. It is important that he show the campaign to his regular dealers just as carefully as he shows it to his prospects and it is most important that he overcome objections and sell the dealer on the campaign.

Here is a salesman whose company is running full-page advertisements in several of the national magazines. Suppose he shows the campaign to a dealer and the dealer says: "I'm not interested in that stuff you put in magazines that go all over the country. I'm doing business here in Localtown. That advertising may help publishers to buy mosaics for the lobbies of ten-

story buildings but it doesn't sell goods for me here in Localtown."

What is the salesman to do? Is he to make apologies for his company's advertising policy and let that dealer go on being a store-keeper, or is he to convince the dealer of the true value of the campaign to him and lift him from the storekeeper class to the merchant class? Why not the latter? It would probably take less time to convince that dealer that the best consumer customers in Localtown are being sold through that advertising—that the people who are coming to Localtown are being sold through that advertising, and that those advertisements running many months during the year are keeping the people in Localtown sold—than it would to apologize for the company's policy. The advertising manager who deems it advisable to place his company's advertising in national magazines can supply the salesman with a thousand and one reasons for the policy.

Getting dealers to use reprints of the advertisements is another

made by GRAMMES



Art Brass Desk Calendar

A good-will builder in keeping with the reputable service of R. G. Dun & Co., Grammes Advertising Novelties prove their sales value to National Advertisers.

L. F. GRAMMES & SONS, INC.
409 Union St., Allentown, Pa.

New York Office
Fisk Building



1875—1925
Our Fiftieth Year

Mfrs. Metal Specialties, Name Plates, Display Devices, Advertising Novelties

Speaking of Ability to Move Masses—Vermont is Decidedly “There”



*Sign Posts
of
Buying
Power
No. 30*

A gigantic piece of granite, 200 feet long, 80 feet wide by 24 feet thick, weighing more than 69 million pounds—the largest ever released — has recently been taken from a Vermont quarry.

If this huge stone were cut into one-inch cubes, there would be six pieces to each individual in the United States.

Apportioning its weight to the average strength, it would take the entire population of the city of Boston to carry this mass of rock any distance—without the mechanical advantage of leverage. Moving this mass is a notable instance of the big things Vermonters are able to do—but no more notable than their ability to move masses of merchandise.

Leverage is the answer!

The right kind of leverage will move merchandise as well as rock—which is a fact clearly understood by advertisers in the Vermont Daily Newspapers.

A brief investigation will convince any advertiser that Vermont is a genuinely appropriate place for a generous appropriation.

Vermont Allied Dailies

Barre Times Brattleboro Reformer Bennington Banner
 Burlington Free Press Rutland Herald
 St. Johnsbury Caledonian-Record

When You Think of the Altoona Field IT'S THE MIRROR

For, Mr. Space Buyer, the Altoona field and the Mirror are synonymous. One might just as well try to separate the moon from the stars as to separate this great industrial bee-hive from its favorite newspaper, the Altoona Mirror.

Altoona is a city of home owners, the brains and sinew of the greatest railroad shops in the world. Its future is assured. NOW, Mr. Manufacturer, is the opportune time to put your product across.

Altoona's suburban field includes rich agricultural sections, much of it underlaid with great veins of bituminous coal, thriving towns and villages, all dotted with diversified industries that go to make a happy and prosperous people with money to spend on life's comforts.

*To All These the "Altoona Mirror"
Is the Source of Trade Information*

**Circulation over
27,000 Daily**

A. B. C. Statement—Business Direct

**THE
MIRROR PRINTING CO.**

Publishers

way in which the salesman can use the magazine campaign. A salesman can use a magazine advertising campaign and make the advertisements doubly effective by getting his dealers to mail proofs of the advertisements bearing their reprints to consumer prospects and by getting dealers to insert the proofs in the packages they wrap.

The advertising manager plans an appealing mailing piece for dealers to send to consumer prospects. That mailing piece will increase the dealer's sales and create more and larger orders for the salesman—but it does not produce these results until the dealer has sent in his mailing list. The salesman is using that advertising only when he sees to it that his dealers send in their mailing lists.

The various forms of direct-mail advertising are too numerous to cover, but we find that the success of every one is dependent upon the interest the salesman takes in it.

**NEWSPAPER ADVERTISING ALSO MAY
BE USED**

Newspaper advertising may be employed by some companies in place of magazine advertising or in addition to it. Let us suppose that an advertising manager plans to run a newspaper advertising campaign in the local paper of every dealer who wants it, supplying the electrotypes and paying full cost of the space. If he were to send out a letter to every dealer explaining this plan and asking the dealer to write for the electros it is doubtful if more than 50 per cent of the dealers would reply. Here is advertising ready to increase the salesman's volume of sales—it is simply begging to be used, but it is the salesman's responsibility to see that it is used. What should the advertising department expect of the sales department but to use the advertising that is provided?

Dealer helps constitute one of the dealer's most important forms of advertising. They afford advertising at the point of sale and their value is recognized by every

Good Copy

**like sunshine,
makes things
that
are good
look good**

**HAWLEY
ADVERTISING
COMPANY
INC.**

**95 MADISON AVE.
NEW YORK CITY**

eyes

Consider the eye: how it welcomes clean color and clear type. Ask us for suggestions for your next booklet or mailing campaign. Send 30 cents for our large *Type Chart*



PRINTERS' INK

CURRIER & HARFORD LTD.

Selective Advertising

27 East 31 New York Cal 6076

true merchant. Paint and varnish advertising departments go to great lengths to provide complete merchandising plans comprising four classes of materials: exterior display features, window display features, interior display features and literature.

Salesmen as a rule are responsible for the distribution of this material. Of what does this responsibility consist? What should the advertising department expect of the sales department? The responsibility for the distribution of dealer helps does not end with sending an order to the advertising department for the material. It involves explaining the plan to the dealer, showing pictures of the large features and samples of the small ones, describing the purpose of each of the four classes of materials and doing it all with a fine show of enthusiasm. It includes using judgment in ordering materials for the dealer—nothing should be ordered that the dealer does not want and will not agree to use—and finally it means checking up on succeeding calls to see that the materials have been put to use. A counter card, for instance, is meant to go on top of the counter—not underneath it.

The advertising department expects the sales department to use the advertising it provides. A salesman is not using dealer helps until they are on display in the dealers' stores. If the dealer says: "Paint and Varnish are seasonal. I wouldn't give them display space except for a few weeks in the spring," is the salesman to rest content or is he to point out the sales possibilities of paint and varnish and persuade that dealer to give some window and store display space to these products all the time? The salesman can do nothing of greater benefit to himself and his own sales record than to push the doctrine: "Use all of your window part of the time and part of your window all of the time for paint and varnish display."

Is it worth while for the salesman to devote part of his time to using advertising and getting it used? We might as well ask is

**Worth
Reading
Monthly**

**The
POSTER**

**307 So. Green St.
Chicago**

30¢ a copy \$3 yearly

Mr. Gordon H. Gray
The American Legion Weekly
New York City.

Dear Mr. Gray:

The official acceptance of our war book "Licked" means a great deal to us. By the American Legionaries has established now our book is the most interesting and valuable publication in our magazine list.

Our experience leads us to believe that your readers have been far more sensitive and responsive to advertising than the public in other periods in which we have had plays and musicals on Broadway. We think the time has come when interest in our book and in the magazine of which it is a part will be pleasantly increased. If we could get the public to buy our book in the years just past, we estimate that we could get greater acceptance and appreciation as time goes on.

Really you have a right to hold great expectations in regard to the future success of The American Legion's Weekly.

Very truly yours,

THE JELL-O COMPANY, INC.

J. L. Bunting
Advertising Manager

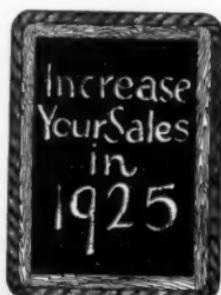


Capture this Market!

After sending out more than thirty-six million full page messages to our readers during five years of consistent advertising, the experience of The Jell-O Company, Inc. is positive evidence that more than 650,000 Legionnaires and their families are at the impressionable age when they are forming life-time buying habits now.

we'll help you do it

The AMERICAN LEGION Weekly



it worth while for a carpenter to use a hammer?

A personal experience may throw some light on how a dealer can be helped through advertising. I received a request from a dealer to come and see him about advertising. He was a much disgruntled dealer and my reception was far from cordial. When I tried to explain our advertising plans he threw up his hands—he didn't want to hear about that stuff I'd been writing about, he wanted a cure-all for his sales ills—some extraordinary advertising plan that would double his business over night. He didn't know why he had no faith in the dealer helps and direct-mail plan but he was sure they were bunk.

A FORTUNATE OCCURRENCE

It took him about ten minutes to find the large assortment of advertising material he had hidden in the oven of a stove but it took me only half a minute to set up a counter display card featuring varnish stain, a can of the prod-

uct, a brush and a color card on the counter opposite the front door. As I began to explain what that display would accomplish, the door opened and in walked a young man. The display caught his eye and he studied it carefully. The dealer walked up to him and answered several questions about the product. He sold the young man a can of the varnish stain and also some other article which happened to be what he had come to the store to buy. The only thing that saved me from being accused of framing that incident was the fact that the dealer knew the customer personally.

The incident spoke for itself and the result was that the dealer gave me free rein to set up displays as I thought they should be set up. He has since followed display and direct-mail advertising suggestions to the letter and we haven't a dealer on our lists today who is more enthusiastic about our dealer helps than this man. The results in figures show that in the first five months of this year he has done

If You Are Advertising Any of the following

Send At Once for Sample Copy

Sweater News and Knitted Outerwear

March, 1925

Knitted
Sweaters
Bathing Suits
Infants' Wear
Dresses
Fabrics
Scarfs
and Caps

Also
Yarns
Machinery
Equipment
and Supplies
for Knitting
Mills

The Underwear & Hosiery Review

Var. A, No. 2, March, 1925

Knitted
Underwear
Hosiery
Golf Hose
Infants' Sox
Silk Vests
and Bloomers
Nainsooks

Also
Yarns
Machinery
Equipment
and Supplies
for Knitting
Mills

Published by
KNIT GOODS PUBLISHING CORP.
93 WORTH STREET, NEW YORK

Chieftain Bond

WHERE SALES RESULTS COUNT! Virtually every merchant or manufacturer includes direct mail selling in his plans, no matter how many other forms of advertising he uses. Definite traceable results are its forte. CHIEFTAIN BOND, furnishing an assortment of fourteen colors, in addition to white, adds the power of color to the direct appeal. Color in a sales letter has been known to pull five times as many replies as the same letter on white stock. Send for samples of the CHIEFTAIN color range.

"Note the Tear and Wear as well as the Test"

NEENAH PAPER COMPANY

Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

Neenah, Wisconsin

Check the Names

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers
for testing purposes

WISDOM BOND
GLACER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER



Hudson County New Jersey

Situated in Hudson County which has a population of 629,154, this territory offers to manufacturers an ideal market for try-out campaigns as well as a definite field worth cultivating.

Because of its proximity to New York advertisers get a close approximation of a big city's buying power at a small cost.

The Jersey Observer blankets this territory with the largest circulation.

Daily net paid average 43,220 A.B.C.

The Jersey Observer

Offices in
Jersey City and
Union Hill

Publication Office
Jersey Observer Bldg.,
Hoboken, N. J.

Western Representative
Gilman, Nicoll & Ruthman
Chicago San Francisco

55 per cent more paint and varnish business than in the same period last year. Is it worth while for a salesman to use advertising? It is if he has any interest in his sales record.

There is another thing that the advertising department may reasonably expect of the sales department and that is the benefit of the constructive criticism and suggestions of the salesmen. If advertising is a part of the selling plan it is essential that the advertising manager acquire the salesman's point of view in the marketing of his products.

Give the advertising department the benefit of constructive criticism and helpful suggestions.

M. D. Graham Joins Mosler Metal Products

M. D. Graham has been appointed director of sales of the Mosler Metal Products Corporation, New York, manufacturer of automobile and radio equipment. He was at one time sales manager for Cummings Brothers, Flint, Mich., and also was with the Sparks-Withington Company, New York.

New Account for Eddy & Clark Agency

The American Pigment Company, Ravenna, Ohio, manufacturer of rubber compounding pigment, has placed its advertising account with Eddy & Clark, Inc., Akron, Ohio, advertising agency. Trade papers will be used.

A. N. Taylor with Velie Motors Corporation

A. N. Taylor, formerly with the Franklin Automobile Company, Syracuse, N. Y., has been appointed advertising manager of the Velie Motors Corporation, Moline, Ill.

Appointed Advertising Manager for Jacob Miller's Sons

Moriz M. Dreyfus has been appointed advertising manager of the Jacob Miller's Sons Company, Philadelphia, maker of Eagle shirts, with which he has been associated for the last year.

New Account for The Clark Collard Company

Douglas F. Duncan, Chicago, manufacturer of novelty candy containers, has appointed The Clark Collard Company, Chicago advertising agency, to direct the advertising for this product.

The summer vacation of Mrs. Max Cohen

of Pitkin Avenue, Brooklyn, lasts about four hours and is spent at Coney Island.

She and her family don't go to the mountains or the seashore. They haven't the excess cash for such luxuries. You can reach her by mail at her city address any day during June, July and August.

If your message is in the language of her people, she will read and act on it.

We have Consumer lists of Jewish, Italian and German voters in New York City.

Frank F. Lisiecki

Established 1890

MULTI-LANGUAGE PRINTING
TRANSLATING
SALES PROMOTION

9-15 Murray St. New York
Phone Barclay 6570

*The same
Old Story*

**Quality
and
Service**

*Allow us
to prove it.*

Wilbar Photo-Engraving Co.

511 West 42nd St. New York City
Phone Chickering 10133



New Advertising Agency Formed in Boston

The Kenyon Company, Inc., is the name of a new advertising agency which has been formed in Boston. Alden H. Kenyon, for the last six years vice-president of the Wood, Putnam & Wood Company, Inc., advertising agency of that city, is president of the new company.

Nathan Pike, who has been in the banking business in Boston for a number of years, is treasurer. Lester H. Gibson, formerly with the Wood, Putnam & Wood Company, Inc., as an account executive, has been appointed secretary. Howard M. Dodge, formerly with Street & Finney, Inc., New York, and more recently with The Greenleaf Company, Boston, will be head of the copy and plans department of the new company. A. Lawrence Sweetser, who was at one time with the George Battten Company, Inc., New York, and who more recently headed his own marketing and research engineering organization, has joined the agency in a research and technical capacity.

A. S. Lilly Joins Lincoln Printing Company

Alfred S. Lilly, who formerly conducted a financial and commercial advertising business at Chicago as Alfred S. Lilly & Company, has joined the Lincoln Printing Company, Chicago.

Advanced by Chicago "Tribune"

D. F. McMahon has been appointed manager of the national advertising department of the Chicago Tribune. He has been with the Tribune since 1908 and, before receiving his present appointment, was manager of the Western division of national advertising.

Arthur Myhrum has been made manager of the Western division and J. J. Evans Hessey has been made manager of the Eastern division. Mr. Myhrum has been with the Tribune since 1905. In 1920 he was made advertising manager of the New York Daily News but returned to the Western division of the Tribune in 1921. Mr. Hessey has been with the Paris edition of the Tribune.

"The Nation's Business" to Open Detroit Office

The Nation's Business, Washington, D. C., will open a Detroit office. James M. Thornton, who, as previously reported in PRINTERS' INK, has joined the advertising staff of *The Nation's Business*, will be in charge of the new office.

Altoona "Tribune" Appoints S. C. Beckwith

The Altoona, Pa., Tribune, has appointed S. C. Beckwith Special Agency as its national advertising representative.

Walter W. Hoops
President

9 East Huron
Street



David C. Thomas
Vice-President

Chicago
Illinois

We offer you the counsel and active advertising work of two principals of mature experience backed by a highly competent and smooth working organization of 17 people

HOOPS

ADVERTISING COMPANY

(20-D)

Radio Manufacturers—

Second Annual Radio Number of the Omaha World-Herald will be published September 20th in conjunction with Omaha's Second Annual Radio Exposition.

One of the largest newspaper Radio Numbers ever printed in the United States was published by the Omaha World-Herald on October 12, 1924, when this paper carried over 30,000 lines of paid radio advertising in its First Annual Radio Number published in conjunction with Omaha's First Radio Show.

Plans are now well under way for the Second Annual Number to be published in cooperation with the Second Radio Exposition and with national radio manufacturers to promote an immediate and intense interest in radio during early fall on the part of the Nebraska and western Iowa public.

The Radio Lineage in the Three Omaha Newspapers During 1924 was—

World-Herald	141,785 lines
Second Paper	22,666 lines
Third Paper	14,245 lines

And During the First Four Months of 1925 the Radio Lineage was—

World-Herald	80,206 lines
Second Paper	13,270 lines
Third Paper	10,010 lines

OMAHA WORLD-HERALD

Largest Circulation in Nebraska

O'MARA & ORMSBEE, INC., National Representatives

New York

Detroit

Chicago

San Francisco

The Fact Is—

You are selling—
The church is buying—
It will pay you to get together!

The Church Buys—

Building Material, Furnishings
and Equipment for

Gymnasiums	Banquet Halls
Social Centers	Kitchens
Schools	Parsonages
Auditoriums	Offices and Garages

That is a field worthy of your consideration—for the Church does buy. Whether it buys from you rests upon its knowledge of you. The Church knows EXPOSITOR advertisers.

The EXPOSITOR

*The Minister's Trade
Journal for 26 Years*

Remember this fact—The Church spends the money of its members—not the money of the minister only.

The EXPOSITOR

F. M. BARTON COMPANY
701-710 Caxton Bldg.
Cleveland, Ohio

Chicago
37 S. Wabash

New York
17 W. 42nd St.



Mailing List Ideas

Why guess and gamble? Build mailing lists that are *right*. Newspaper clippings keep you in touch with new firms, business transfers, etc. Get this data before competitors. Our experts read 2,000 Central States papers. National service also if desired.

CENTRAL
PRESS CLIPPING SERVICE
Suite 1104 Indiana Building INDIANAPOLIS

Lumber Association to Advertise Trade and Grade Marks

The Southern Pine Association, New Orleans, La., has established a policy of giving every piece of timber produced by its members both a grade-mark and a trade-mark. On the end of each piece of lumber, under the system adopted, a number is marked within a circle. This identifies the manufacturer. After the circle are the letters "SPA," which is the official symbol of the association, and following this is an abbreviation of the exact grade or quality of the piece.

The association is planning an advertising campaign to tell of the advantages of this branded lumber. This campaign will be financed by making an assessment of three cents per thousand feet which is to be paid by member mills producing grade-marked lumber.

The Southern Pine Association will conduct this advertising in the belief that architects, contractors, distributors and the lumber consuming public, must be educated in the advantages and benefits of using branded timber.

Allen-Klapp Company Opens Eastern Office

The Allen-Klapp Company, publishers' representative, Chicago, which was formerly associated with M. C. Watson, Inc., has opened an Eastern office in New York. W. W. Frazier, who has been with M. C. Watson, Inc., for the last ten years, will be in charge of the new office. E. M. Loftus, who was formerly with the Chicago office of The Allen-Klapp Company, also will be located in the New York office.

An arrangement has been made by The Allen-Klapp Company whereby it has taken over the representation of the entire list of papers represented by M. C. Watson, Inc., except the Akron Beacon Journal and the Springfield, Ohio, Sun. The Allen-Klapp Company also will represent, in the East, the Freeport, Ill., Journal-Standard and the Manitowoc, Wis., Herald-News, as well as in the West.

Earthenware Account for Sweeney & James

The Sebring Pottery Company, Sebring, Ohio, manufacturer of Ivory Porcelain earthenware, has placed its advertising account with The Sweeney & James Company, Inc., Cleveland advertising agency.

Reincke-Ellis Appoints S. B. Egan

Sidney B. Egan, art director of the Reincke-Ellis Company, Chicago advertising agency, has been appointed production manager.

The Commercial Appeal

"The South's Greatest Newspaper"

FIRST

In Local Circulation
In Total Circulation

FIRST

In Local Advertising
In Total Advertising

"FIRST IN EVERYTHING"

	DAILY	SUNDAY
CITY	35,821	42,499
SUBURBAN	18,823	22,622
COUNTRY	46,430	62,068
Total Net Paid.....	101,074	127,189

*The Only Paper in Memphis Having
Full Associated Press Service on Sunday*

May, 1925

Display Advertising Record.....	116,372	Inches
Second Paper.....	59,069	Inches
Third Paper.....	37,569	"

Total Other Two Papers	96,638	"
Commercial Appeal, in excess of other two papers.....	19,734	Inches

In the Month of May, 1925

The Commercial Appeal

Published 255,290 Lines of Wants

*Classified Advertising Is the Best Proof of a Newspaper's Popularity and
Pulling Power*

The Commercial Appeal.....	255,290
The Second Paper.....	106,850
The Third Paper.....	72,422

Total other two papers.....	179,272
The Commercial Appeal in excess of the total of the other papers.....	76,018

*"Keep On Telling Them and You'll Keep On
Selling Them" If You Tell Them In—*

The Commercial Appeal

MEMPHIS, TENN.

ANNOUNCING

An Advertising Business That Started 19 Years Ago

Electrograph has handled millions and millions of advertisements for others but has never before advertised in its own behalf.

The merit of the product and the dependability of the service has attracted an ever widening circle of new clients, practically all of whom have "repeated" with greater volume year after year.

Electrograph expansion has been consistent—several plants have been outgrown. During 1923 machinery and floor space were doubled. 1924 saw still further growth and 1925 witnesses Electrograph breaking all previous production records.

Electrograph, a patented process, is the original method of localizing and individualizing Direct Mail.

Today Electrograph is a complete Direct Mail service with creative and preparatory departments specializing in sales promotion literature to and through dealers to consumers.

In capacity for volume, in number of employees Electrograph is one of the foremost Direct Mail institutions in the country—if not the largest.

Backed by a wealth of experience and performance, Electrograph now offers its time-honored, sales-tested services to a limited number of new national accounts.

THE ELECTROGRAPH COMPANY
725 West Grand Boulevard • Detroit, Michigan

Electrograph

Created **DIRECT-MAIL** Localized
Individualized
Distributed

Metropolitan Life Insurance Evaluates Its Advertising

One of the Nation's Largest Business Corporations, a Comparatively New Advertiser, Renders a Report on Its Opinion of and Experience with an Advertising Campaign.

[EDITORIAL NOTE: The Metropolitan Life Insurance Company recently issued a book of some 300 pages under the title of "An Epoch in Life Insurance." Under various headings it discusses the administration and work of the company since its organization. Among the many reports is one on the company's much discussed advertising campaign which it started in 1922. This report, reproduced below, is especially worth while as being an opinion on advertising by one of the largest business corporations in the country.]

THE Metropolitan was not a pioneer among insurance companies in national advertising. Competitors had preceded it many years. The proposal to advertise as other organizations do—for the purpose of increasing business—had been made to the Metropolitan on several occasions, and plans for campaigns had been submitted, but had never been deemed necessary or even greatly to be desired.

On the other hand, a campaign to improve health, prevent disease and lengthen human life, was considered to be justifiable, since to decrease the mortality of the public — of which Metropolitan policyholders now constitute more than one-sixth—was to lengthen policyholders' lives and thereby decrease the cost of their insurance. Actuated by such a purpose, the Metropolitan inaugurated an advertising plan unique in insurance experience and exceptional in the general field of publicity.

Eliminating commercialism from its copy, it began sending forth monthly to the reading public through magazine advertising space a message designed to combat ignorance, sickness, carelessness, neglect and other factors which cause so much needless death and sorrow. Metropolitan

advertising does not usually make an appeal for more policyholders; it urges people generally to be healthy, happy and wise, and helpfully tells them how they may be so. Occasionally the message is one of good citizenship.

Magazines having a circulation of 17,000,000 in the United States and Canada were selected to carry the message.

From the day of the appearance of the first advertisement headed, "The Land of Unborn Babies" in which an appeal was made for the reduction of the death rate of babies and of mothers in childbirth, the advertising has grown in popularity and has had an increasing public following, as indicated by the returns received from it.

The usual plan has been to offer each month, free upon request, some Metropolitan publication further bearing on the subject discussed in the advertisement—such, for example, as the Welfare Division booklet: "The Child," for those interested in having babies brought into the world under improved conditions, and in giving them a better start toward becoming healthy men and women. As many as 50,000 requests for booklets have been received in a single month.

The requests are made by mail direct to the Home Office. The materials upon which the requests are written and the manner of their phrasing indicate that the advertising influences all classes of people. Readers asking for booklets have written on elegant personal stationery, business letterheads, postal cards, correspondence cards, pages hastily torn from copy books, note paper, blank typewriter paper, and even a dentist's prescription blank. Responses have come from all States and possessions of the United States, all Provinces of Canada, and practically every foreign country—from Europe, Asia, Africa, South America, and from many islands of the sea.

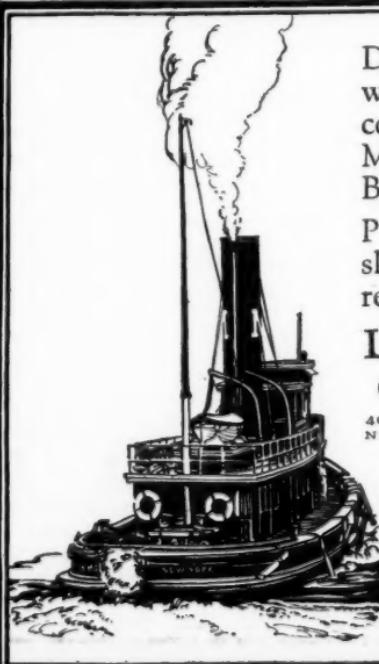
Subjects treated in the advertisements have been tuberculosis, prenatal care and childbirth, child care, prevention of pneu-

monia, automobile accidents, diphtheria, heart disease, overweight, mental hygiene, care of teeth, periodic health examinations, value of fresh air and sunshine and recreation, use of milk, proper cooking, education, citizenship, budgeting, home-ownership, employer-employee relationships, value of organized health work, need for recreational facilities, child labor, a plea for more public health nurses, "clean-up" campaigns, purchase of Christmas seals, and just before the recent election, a non-partisan appeal to vote.

The advertising has been received with genuine enthusiasm by the Metropolitan Field Force. Editors have quoted from it frequently, sometimes in their editorial columns; advertising workers who watch with critical eyes the professional developments in their field have complimented the company on the character of its copy and the novelty of its ideas, and eminent men and women have praised it for its unselfish service to the public. The Hol-

combe Cup, offered by the Insurance Advertising Conference, with a membership of sixty companies, for the "most conspicuously and successfully applied advertising principles to the business of insurance," was awarded to the Metropolitan in October, 1924. The company was also presented with a Harvard Advertising Award for 1924, having been selected for this honor by a jury of ten advertising specialists. This award was granted "For a Distinguished Individual Advertisement Titled '100 Years to a Day,' deemed most effective in its use of English among the advertisements of 1924 coming under the attention of the Jury of Award. In the opinion of the Jury, it possessed the additional value of being one of a series of advertisements of similar merit."

After the advertising campaign had been in progress a year, a questionnaire was issued to a representative selection from the millions of readers of the magazines, asking whether the advertisements had been read and whether



Drawings in Pen and Ink, wash, dry brush, and color for Newspapers, Magazines, Posters and Booklets.

Preliminary ideas and sketches—also pictorial retouching.

LOHSE-BUDD
Advertising Artists

405 Lexington Ave.
New York City

MURRAY HILL
2500

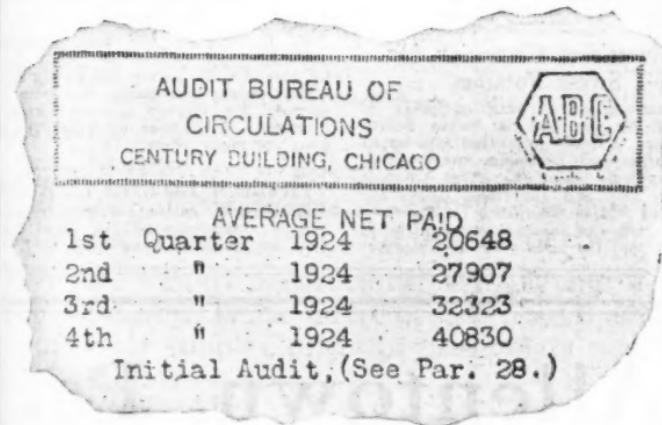
Ask to see samples

Courtesy Grocebeck, Hearn, Inc.

The Amazing Record of THE AMERICAN MERCURY

50 cents the copy

\$5.00 by the year



And the first quarter of 1925 has run ahead of the last quarter of 1924 by seven thousand six hundred and fifty eight, (7,658).

THE AMERICAN MERCURY

Alfred A. Knopf
Publisher

Samuel Knopf
Business Manager

H. T. Hatcher
Advertising Manager

Burton R. Freer
122 So. Michigan Ave., Chicago, Ill.
WESTERN REPRESENTATIVE

730 Fifth Avenue

New York City

readers would like them continued.

Replies to this questionnaire piled up by the thousand—unanimously affirmative—proving that the advertisements not only had reached and had been read by millions, but had taught them valuable lessons as well.

The size of the Metropolitan audience, then, is anything but small; and it has stated its willingness to listen. The company's experience shows that the prevention of disease, increase of longevity, elimination of misfortune and increase of happiness can be brought about by education through publicity.

Advertising Campaign for Sweet Potatoes

A national advertising campaign is planned by the Georgia Sweet Potato Exchange, a newly organized association of Georgia and Louisiana sweet potato growers and shippers. The potatoes will be sold and advertised under the name of "Miss Georgiana." The production office of the exchange will be in Atlanta and the sales office at Chicago.

New Accounts for Hammel-Sutphen Agency

The following have placed their advertising accounts with Hammel-Sutphen & Company, Inc., Los Angeles advertising agency: The Julian Petroleum Corporation, using newspapers in the Southwest; the National Manufacturing Company, golf clubs, using direct-mail advertising; the Magna Sharper Company, maker of the Magna razor sharpener, which will use newspapers in the Southwest; the Tourists' Supply Company, manufacturer of the Tourist Auto Camp Kitchen, using outdoor magazines and Schofield, Inc., manufacturer of automobile accessories, using direct-mail advertising. All of these companies are located in Los Angeles.

R. E. Hopson, Sales Manager Pet Milk

R. E. Hopson has been appointed sales manager of the Pet Milk Sales Corporation, St. Louis, succeeding E. O. Heyl, whose resignation has been reported. Mr. Hopson was assistant sales manager and has been with the Pet company for many years.

Death of Leonard C. Attlee
Leonard C. Attlee, secretary-treasurer of the Cohn-Attlee Press, New York, died last week at Lyndhurst, N. J.

Allentown, Pa.

with its many diversified industries is always prosperous. In 1924 more than 300 factories turned out \$140,000,000 worth of products.

Completely covered by the

Allentown Morning Call

Story, Brooks & Finley
National Representatives

"Ask us about advertisers' cooperation"



always the unusual

Color, plenteously used!—real paint that cannot fade. (Not a thin film of ink). Colors you don't ordinarily see.

Handled by our expert poster artists, this paint color produces designs in quantities that fairly leap out at you from the store window or counter.

A sure way to dominate the window and stop the passerby. Write direct or ask nearest sales office for samples, prices or preliminary sketch suggestions.

DeaneBilt paint-processed displays will put new life in your product at the stores.



EARLE DEANE CO.

A D V E R T I S I N G

An organization specializing in creating, producing, and distributing Window and Store Advs.

6160 MAPLE AVE., ST. LOUIS, U.S.A.

SALES OFFICES

Detroit: 611 Detroit Savings Bank Bldg. Boston: 375 Broadway
 New York: 331 Madison Ave. Tulsa: 2308 East Fifth Street
 Montreal: 13 Montgomery St.

SALES REPRESENTATIVES WANTED FOR
 CHICAGO, NEW ORLEANS, BALTIMORE, PITTSBURG, ATLANTA
 DES MOINES, MINNEAPOLIS AND KANSAS CITY

in Boston

there has been formed

THE KENYON COMPANY INCORPORATED

A Modern
National Advertising Agency

—equipped in personnel and policy to render an unusual type of advertising service;

—and offering to New England advertisers in particular, a marketing and selling assistance based upon wide experience with, and intimate knowledge of, their needs.

Offices at

**151 CLARENDON STREET.
BOSTON, MASS.**

Campaign for Kewtie Kar Toys

Application has been made for registration of the trade-mark Kewtie Kar to be used in connection with a line of toy products manufactured by the Zion Institutions and Industries, Zion, Ill. According to an announcement which PRINTERS' INK has received from G. H. Richert, of the sales department, these products will be advertised in a campaign which begins in the June issues of several periodicals. Plans call for the use of magazines reaching mothers and trade papers reaching buyers of infants' goods and toy dealers.

"Junior Home Magazine" Opens Eastern Office

The *Junior Home Magazine*, Chicago, has opened an office in New York with John H. Stevenson as Eastern advertising manager. He was formerly manager of the Philadelphia office of The Art Gravure Corporation. Prior to that, he was with the *Dry Goods Economist* and the Frank Presbrey Company, Inc., New York.

Appointed Sales Director of Walker & Company

George A. Hammer has been appointed sales director of Walker & Company, Detroit, outdoor advertising. He was for nine years Western representative of the Curtis Publishing Company and later he was with MacManus Incorporated, Detroit advertising agency.

Animated Billboard Company Formed at Philadelphia

The Animated Billboard Company of Philadelphia has been formed with R. O. Browning as president. Harold F. Grundy, recently with the New York *Commercial* and formerly with the Thos. Cusack Company, is in charge of sales.

Appointed to Represent "Daily Iowan"

Cone, Hunton & Woodman, Inc., publishers' representative, has been appointed advertising representative in the United States and Canada of the Iowa City *Daily Iowan*.

"Bookbinding Magazine" Appoints W. E. Huston

Bookbinding Magazine, New York, has appointed William E. Huston as its Western representative with offices at Los Angeles.

Joins Hartford Agency

Albert R. Dwyer, formerly with the Hartford, Conn., *Courant*, has become manager of the Schwartz Advertising Agency, also of Hartford.

Pirates buried their gold ~ and lost their interest

Getting interest, in advertising, is often a matter of a striking illustration.

Modern methods with the camera yield illustrations that get and hold interest.

RAU STUDIOS, INC.

Advertising Photography

238-44 So. Camac St.
Philadelphia

FILMS

Advertising

*Commercial Educational
Industrial*

Production

Everything needed for your Business Motion Pictures is yours to command through our service.

Photoplays of every description produced in any length, according to your specifications, under the supervision of experts. All Film Work fully guaranteed.

Complete Service

We offer the owners of Advertising Films a service that includes Reprint and Repair Work, Film Treating, Storage, Inspection and Shipping, all at a most reasonable cost. Raw film stock for sale.

Write for Further Details

MID-WEST FILM CO., INC.
845 S. Wabash Ave., Chicago

June 17, 1925

Exporting's Tremendous Trifles

(Continued from page 8)
step, teaching the dealer and the consumer abroad the fundamental worth of his product. His larger competitors, forgetting their own domestic beginnings, were emphasizing minor points which were meaningless, because they incorrectly pre-supposed a knowledge of fundamentals on the part of the trade overseas.

There is an American manufacturer whose sales have grown abroad with leaps and bounds. His product is one which lends itself readily to the sending of samples by mail. He would gladly incur the cost of labels in different languages, but this is barred because the product is typically American; and he would be as foolish to use labels in Spanish for Argentina as would be the maker of French perfumes to use labels in English for the United States market.

Where his competitors are still

sending their samples to dealers, leaving them to be identified by description in their export price lists, this particular export manufacturer has all export samples packed labeled in the language of the country of destination, giving catalogue number, catalogue page and list price per gross.

CARELESS VS. GOOD METHODS

One frequently used and excellent example of the careless, the good, and the best way to handle an export detail can be given quickly, and yet is certain to be long remembered. In writing a customer overseas and asking the favor of a reply, the careless way is merely to enclose a return addressed envelope. The good way is to include also an international reply coupon, redeemable in the equivalent of first-class foreign postage. The best way is to stamp that enclosed envelope with a stamp of the country of destination, so that no inconvenience is asked of the recipient of the inquiry. It is entirely a simple process to learn the correct stamp to



PERCIVAL K FROWERT COMPANY, INC.

ACLEAR vision of the needs of persons of means and taste and how best to win their favor—

This asset, the fruit of nearly fifteen years' specialized experience in this field, is at the service of prospective advertisers.

In our new setting on Park Avenue we are primed to serve a few additional manufacturers of products of quality seeking market and reputation, as for example a cigarette, a textile, a food, a motor car—and especially commodities with drug store distribution.

{ *We invite inquiries as to our
past and present performances* }

250 PARK AVENUE

NEW YORK

PARIS

LONDON

TELEPHONE—VANDerbilt 5800

Advertising Salesmen Wanted

We are particularly desirous of obtaining the services of intelligent salesmen who have an advertising sense—who have proven their sales ability in selling where there was a decided sales resistance—who have had merchandising and advertising experience and have the personality to meet and deal with business men of the highest type—who are willing to locate in the following cities:

Akron	Milwaukee
Atlanta	Minneapolis
Buffalo	Nashville
Cleveland	New Orleans
Davenport	Omaha
Dayton	Philadelphia
Denver	Pittsburgh
Duluth	Rochester
Hartford	Springfield, Mass.
Indianapolis	St. Paul
Jacksonville	Toledo
Kansas City	Youngstown
Memphis	

State age, salary expected, selling experience, education, and such other references as will be of service in sizing up your qualifications, all of which will be held in confidence.

"M.," Box 49, Printers' Ink

WE CAN SELL IT

An efficient sales organization invites proposal from responsible manufacturer of staple or specialty on exclusive basis covering this territory.

Highest credentials, banking and otherwise.

Jeffcott & Company

520 Walnut Street
Philadelphia, Pa.

attach, and to secure the correct stamp to attach.

The best of exporters, when Uruguay won the Olympic soccer championship in France last year, cabled congratulations to their agents and best customers—a tremendous trifle. But the proper use of the cable for other than the purpose of quotations, can in no sense be called a trifle. Yet, novice and veteran alike in exporting ignore the existence of cables and wireless—even enterprises which spare neither time nor money in using domestic telegrams of congratulation and to offer aid in times of floods and fires.

One American concern owes its present prestige in a certain Central American republic to its cables at the time of an earthquake. It not only cabled to one customer whose purchases it enjoyed in that republic at that time, but it also cabled the bank to release without acceptance the documents on a shipment which was on the way, and cabled the steamship company's Central American representatives to hold the shipment at the disposal of their customer and, if he so desired, to forward it to him at his interior city at the expense of the American manufacturer.

In the years which have elapsed since that national catastrophe, this customer has grown in size and importance. He has become the American manufacturer's agent, and he has in countless ways evinced a gratitude all out of proportion to the act itself, but perhaps in entire proportion to the careful consideration and the thought behind the act.

The safest rule in exporting is to consider all trifles as tremendous. The safest rule is to go a step farther than is necessary.

New Accounts for Tiffany-Bayless Agency

The American Gypsum Company, Port Clinton, Ohio, maker of White Rock wall board, has placed its advertising account with The Tiffany-Bayless Company, Cleveland advertising agency. The advertising account of the Federation Savings and Loan Company, Cleveland, also has been placed with this agency.

House
United
London
Canada
Toronto
Montreal

Ager
China
Shanghai

Amsterdam
Athens
Barcelona



Are you interested

in the Commonwealth of Australia or the Dominion of New Zealand as a market for your goods?

Mr. C. D. Paterson our Advertising Manager for Australasia, is now on a business visit to Canada and the United States.

He will be pleased to be given the opportunity to call and see, or to make an appointment with, manufacturers and others who are interested in that field. His itinerary will be as under:—

MONTREAL: 22nd and 23rd June c/o Gordon & Gotch, 227 Craig St., West.

NEW YORK: 25th June to 16th July c/o National Export Advertising Service, Inc., 110 East 42nd Street.

TORONTO: 21st and 22nd July c/o Gordon & Gotch, 45 Richmond St., East.

CHICAGO: 26th July to 1st Aug. c/o Hotel Sherman.

VANCOUVER: Sunday, 9th August, Hotel Grosvenor

SEATTLE: 12th August, Frye Hotel, San Francisco; 14th to 17th Aug., Palace Hotel

GORDON & GOTCH ADVERTISING

The most extensive advertising organization in the Empire

Houses at:

United Kingdom	Australia	Australia	New Zealand
London	Melbourne (Vic.)	Adelaide (S. A.)	Wellington
Canada	Sydney (N. S. W.)	Perth (W. A.)	Auckland
Toronto	Brisbane (Q'land)	Launceston (Tas.)	Christchurch
Montreal			Dunedin

Agents at:

China Shanghai	Japan Kobe	America New York Honolulu	South Africa Johannesburg Cape Town	Java Batavia	Philippine Islands Manila
Amsterdam	Brussels	Copenhagen	Oslo	Paris	Vienna
Athens	Berlin	Constantinople	Prague	Rotterdam	Warsaw
Barcelona	Bucharest	Milan		Stockholm	Zurich

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 183 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: Illinois Merchants Bank Building, GOV'T. COMPTON, Manager.

Atlanta Office: 704 Walton Building, GRO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

London Office: 40-43 Norfolk Street, Strand, W. C. 2, C. P. RUSSELL, Manager.

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NEW YORK, JUNE 11, 1925

The Trade Association Decision

Last week the United States Supreme Court handed down two decisions that are likely to have a widespread effect on business. The gist of these decisions is that the Maple Floor Manufacturers' Association and the Cement Manufacturers' Protective Association did not violate the anti-trust laws in gathering and disseminating trade information among their members. This information had to do with the exchange of data on costs, rate of production, inventories and prices.

The present decision is a reversal of the lower courts. When the lower jurisdictions held these

two associations guilty under the Sherman anti-trust law, the decisions had the effect of putting a stop to much of the work which dozens of trade associations had been performing for their members.

In writing the majority opinion, Justice Stone wisely observes that while the association practices of which the Government complained might have led to monopoly, there is no evidence of such intent. On the contrary, in the case of the flooring association at least, the association apparently went out of its way to avoid violating the anti-trust laws.

In that observation Justice Stone goes to the heart of the whole controversy. Certainly it was not the original intention of these open-price associations to become price-fixing bodies. The exchange of information on the prices quoted by the units in an industry was started so as to keep manufacturers from bidding against blind prices. There was no more demoralizing practice than shooting at the low prices which a competitor was supposed to have quoted. In this way a shrewd buyer could break a market to the disadvantage of an entire industry. The open-price association, by making bids known to competitors, kept the latter from under-bidding a price which only existed in the imagination of the buyer. To be sure, these associations offered opportunity for abuse, but that was certainly not their intent. Neither is there any evidence that the existence of an open-price group in an industry had the effect of making all prices uniform. Healthy competitive conditions prevailed despite the existence of the open-price policy.

This Supreme Court decision will undoubtedly have a galvanizing effect on trade association work. Ever since the lower courts ruled against the exchange of data of a certain type among the members of an association, many associations have been at a loss as to what their functions are.

The dissemination of information among members is one of the

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best reasons for the existence of a trade association. Some of the most worth-while accomplishments of associations have been achieved as a result of the members swapping experiences. In fact, it is not too much to say that business owes more of its advancement during the last fifty years to the exchange of information than to any other single cause. For hundreds of years the world made little progress for the reasons that discoveries were kept secret, ideas were not spread, experiences were not made known to others. To deny to business men the right to share their discoveries and their experiences with their fellows, would be equivalent to buying a return ticket to the Dark Ages.

Those editorial writers who have been saying that this decision revives the trust question and that it marks the Government as giving in to Big Business are entirely beside the point. The fact that any legitimate agency of business may be made an instrument of coercion or of monopoly or be abused in other respects is no reason why the agency should be condemned. The Supreme Court has taken a broad-minded and altogether sane stand on this question.

Bribery a Double Law-Breaker For a while there was a feeling that the fight being made against commercial bribery was making considerable headway. Decent, respectable and self-respecting companies were seemingly doing good work in refusing to do business by such illegal means.

Within the past few months, judging from reports from different sections of the country, bribery has come back into business with renewed strength. But it has come back in a curious form. Money is no longer the medium. Liquor is the open sesame. And the harder it is the better. Where formerly only one law was broken, now two laws are broken.

And the still more curious aspect of the situation is that where formerly the bribing was done generally only through the

buyer, it is now becoming necessary to see that the receiving clerk who unpacks and signs for shipments has his thirst assuaged, if he is able to discover in any way that any manufacturer is free in handing out liquor to buyers. He can damage any shipment sufficiently to prevent its acceptance.

Thus it is that bribery is extending its dirty paw so that its victims double in number and its violations of the law increases twofold.

We comment, here, on reports on this situation because we believe it should be revealed in open daylight, and because we believe that we can thus move heads of big and respectable companies to inquire into their own businesses to see if through bribery their own house is violating two laws without their knowledge.

***Demolish
Objections
Quickly***

The vice-president and general manager of a company selling an important service to industrial plants was recently examining a series of reports from his salesmen. After he had read a large number of them he told a friend that he thought in the future he would recruit his sales force from among purchasing agents and other buyers in the big concerns upon which his men called. He had come to believe that the men who bought were better salesmen than the men who were supposed to sell. Time after time the buyer had been able to sell the objection far more ably than the salesman had been able to overcome it.

Reading his salesmen's reports convinced this particular sales manager that his men, instead of digging for facts before they went in to see the prospect, and discovering early in the interview his objection and then proceeding to find ways around it, over it or beneath it; were putting forth a prepared-in-advance sales talk without discovering what was on the prospect's mind in the way of an objection. When the objection was finally registered it had the effect of closing the interview and becoming a report on a salesman's

card instead of a signed order. Taking up the objection early in the interview instead of leaving it to the last, this sales manager believes, will lead to more sales and less alibis.

Why the Gloom- monger Persists

The feeling that business is bad persists despite an abundance of evidence to the contrary. Nearly all the bank reviews agree that not only is business good but that it is steadily getting better. Prices on the New York Stock Exchange, have been rising since the drop in March and April. Production in industrial lines is running above normal. Employment has been increasing for months without interruption. Bank check clearances are the largest ever known. Railroad traffic is heavy. Department store, chain store and mail order sales are showing healthy increases. Farm implement sales are at last back to where they ought to be. The automobile business is doing exceptionally well. Almost every index points to the fact that business is above normal.

Why then all this pessimism? PRINTERS' INK is convinced that the pessimism is being peddled by a comparatively few business men, whose business is not what it ought to be. Even when general business is flourishing, there is always a percentage of individual businesses or of entire industries that are not participating in the general prosperity. At the present time this percentage may be larger than usual, for the reason that many business men do not seem to be able to adjust their affairs to post-war conditions.

We know the head of a large concern who is constantly complaining. At noon, he fills his luncheon club with his wails. He stops every acquaintance he meets to tell him how bad business is. He phones his friends to ask them if their lines are as dull as his. He spreads gloom wherever he goes.

This man attended a meeting the other evening at which twenty-three executives were in attend-

ance. The condition of business came up for discussion. A few of the men said their sales were not quite so good as usual. A few more said their sales were satisfactory. The majority, however, declared emphatically that they were selling more than ever. At this point, the gloom-monger objected. He said that there must be some mistake, as he had positive proof that business had gone to the dogs.

Under questioning from the group, this man admitted that his sales during the war period were extraordinary and that his present sales were poor only as compared with the war peak. As compared with the business done prior to 1914, his 1925 sales were good. This man was asked if he had made any changes in his distribution methods to conform with the hand-to-mouth buying policy that now prevails in most lines. He admitted he had not. He was told that distribution is today a vastly quicker process than it was ten years ago and that a manufacturer who does not speed up his selling and alter his warehousing, packing and shipping systems cannot expect to compete with a manufacturer who keeps his methods up to date.

Perhaps all concerns that are not doing so well as they should be would find an explanation of their troubles if they were to look into their distribution systems to see whether or not they are being adjusted to fit 1925 conditions.

Carpenter & Company Appoint S. B. Brigham

Carpenter & Company, publishers' representatives, have appointed Stephen B. Brigham Eastern manager, with headquarters at New York. He succeeds Max Hardy who has been transferred to the Chicago office. Mr. Brigham was recently American representative of the Oceanic and European editions of the Chicago Tribune. He was formerly with the New York office of The Northcliffe Press.

C. H. Marvin Joins Yost, Gratiot Agency

C. H. Marvin, formerly with the Hoops Advertising Company, Chicago, has been appointed space buyer for Yost, Gratiot & Company, St. Louis advertising agency.

THE Boy Scouts of today will be the business men of tomorrow. They will be our bankers, our merchants, our telephone men, our preachers and our teachers. They will occupy positions of authority in national, state and municipal affairs, and industry will be directed according to their ideas."

From a newspaper advertisement of the Mountain States Telephone & Telegraph Company.

These boys are reading BOYS' LIFE now. The impressions they form today will be the basis for their ideas of tomorrow. And many of these impressions will come directly from the contents of BOYS' LIFE.

BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

200 Fifth Avenue
New York, N. Y.

Lincoln Building
Los Angeles, Cal.

37 So. Wabash Avenue
Chicago, Ill.

*146 of a series showing effective
coverage of national advertisers*

Postum Cereal Company, Inc.

POSTUM CEREAL, INSTANT POSTUM, GRAPE-NUTS,
POST TOASTIES, POST'S BRAN FLAKES, ETC.

**Newspaper Advertising
Expenditures in 1924**

\$875,000*

**Magazine Advertising
Expenditures in 1924**

\$1,274,830**

**Postum Cereal Company individuals who
are readers of Printers' Ink and
Printers' Ink Monthly**

NAME	TITLE	WEEKLY	MONTHLY
C. M. Chester	President	Yes	Yes
J. S. Prescott	Secretary and Counsel	"	"
G. W. Williams	Advertising Manager	"	No
C. A. Wiggins	Assistant to Advertising Manager	"	Yes
Mangan S. Campbell		"	No
M. L. Trembly	Advertising Department (Battle Creek)	"	"

*Compiled by Bureau of Advertising of the American Newspaper Publishers Association.

**Compiled by the Crowell Publishing Company.

98.55% of \$88,050,861—

How to get your share of this business

Of the \$88,050,861 newspaper and magazine advertising expenditures of 140 advertisers, 98.55% was bought by 135 subscribers of record to the PRINTERS' INK Publications.

In these organizations, PRINTERS' INK or PRINTERS' INK MONTHLY, or both, are read by:

- 146 **Major Executives**—(Chairmen of the Board, Directors, Presidents, Vice-Presidents, Secretaries, Treasurers, General Managers).
- 122 **Sales Executives**—(Sales Managers, Assistant Sales Managers).
- 142 **District Sales Executives**—(Branch Managers, District Sales Managers, Assistant Branch Managers, and Assistant District Sales Managers).
- 189 **Advertising Executives**—(Advertising Managers, Assistant Advertising Managers, Sales Promotion Managers).
- 358 **Miscellaneous Readers**
and Advertising Departments, Purchasing Agents, Credit Managers, Traffic Managers, Research Managers, etc.).

On the opposite page are shown the individuals in the Postum Cereal Company who are readers of PRINTERS' INK and PRINTERS' INK MONTHLY. As a measure of their buying power Postum Cereal newspaper and magazine advertising alone during 1924 totaled \$2,149,830. A complete analysis of the PRINTERS' INK coverage in the other 134 organizations will be shown on request.

PRINTERS' INK PUBLICATIONS

185 Madison Avenue, New York

Advertising Club News

Eighth District Holds Annual Meeting

Graham Stewart, advertising director of *People's Popular Monthly*, Des Moines, was elected chairman of the Eighth District of the Associated Advertising Clubs of the World at its annual meeting which was held at Centerville, Iowa, on June 3, 4 and 5. He succeeds Ralph E. Shannon, general manager of the Washington, Iowa, *Journal*.

Mayor Zehrung, of Lincoln, Nebr., was elected first vice-president; R. D. Friend, president of the Sioux City Club, second vice-president, and J. M. Beck, publisher of the Centerville *Iowegian*, secretary-treasurer.

Otho B. Mooney, of Temple, Okla., told how his store manages its advertising. "We send an eight-page circular once a month to from 30,000 to 50,000 prospective customers in our trade territory," he said. "Last fall we sent this illustrated circular to 100,000 families and we did \$152,000 of business during the month of November. We have never had a special sale. We plan our advertising six months in advance and spend 2 per cent of our gross volume in advertising.

"Don't think your community owes its patronage to you," continued Mr. Mooney, explaining that if merchants are to increase their business they must fight for it. "It doesn't owe you anything. All your complaints about the inroads of the mail order business only drive the business their way. Get busy. Tell the public what you have to sell and tell them continually."

Fred W. Andersen, of Cozad, Nebr., emphasized the service end of the retail business. He told how representatives from his store meet newly arrived foreign families at the train and transport them to the Andersen store where they are made to feel at home.

The Eighth District had been the Ninth until recently. It now includes the States of Iowa, Nebraska and South Dakota.

* * *

J. J. Cuddy Heads San Francisco Bureau

John J. Cuddy, former president of the San Francisco Advertising Club, has been appointed chairman of the Better Business Bureau committee. He will reorganize the committee and advance the work of the Bureau, directing special attention to promote its "Before You Invest, Investigate" service.



GRAHAM STEWART

G. F. Olwin Heads National Better Business Commission

G. F. Olwin, manager of the Indianapolis Better Business Bureau, was elected president of the National Better Business Commission at a recent meeting of the board of governors at Indianapolis. He succeeds Kenneth Barnard, former director of the National Vigilance Committee, who is now manager of the Detroit Better Business Bureau.

Harry W. Riehl, manager of the St. Louis Better Business Bureau, was elected vice-president to succeed Edward L. Greene, who resigned his position as manager of the Boston Better Business Commission, last March, to become special representative of the Associated Advertising Clubs of the World.

John N. Garver, head of the Buffalo Better Business Commission, was appointed to take Mr. Green's place on the board of governors.

William P. Green, acting director of the National Letter Business Bureau, is secretary-treasurer.

The National Better Business Commission is a federation of the forty-four local Better Business Bureaus and Commissions throughout the country, affiliated with the National Better Business Bureau of the Associated Advertising Clubs in a nationwide Truth-in-Advertising movement. The National Bureau, incorporated in May, replaces the National Vigilance Committee of the association.

* * *

Buffalo Advertising Women Elect Officers

Ruth Sully has been elected president of the Buffalo, N. Y., League of Advertising Women. Other officers elected were: Vice-president, Martha Taylor; recording secretary, Marie Anderson; treasurer, Henrietta Kawantel and corresponding secretary, Ursula Hanrahan.

* * *

A. C. McMicken Heads Portland, Oreg., Club

A. C. McMicken has been elected president of The Advertising Club of Portland, Oreg. William B. Ryan was elected first vice-president; William P. Merry, second vice-president, and A. L. Steele, secretary-treasurer.

* * *

A. W. Murchison Elected President of Des Moines Club

A. W. Murchison, of Younkers' Brothers, has been elected president of the Des Moines, Iowa, Advertising Club. Melvin Hunnicutt was elected vice-president and R. G. Armstrong was elected secretary.

Century Club Holds Tournament

The annual outing and golf tournament of the Century Club, an organization of New England advertising men, was held June 2 at the Mount Tom Golf Club, Mount Tom, Mass. M. L. Ayler, of Paul Block, Inc., won the tournament with a net score of 67. R. Murray Purves, of *The Red Book Magazine*, who was in charge of the outdoor program, took first prize for the low gross score with 78.

There was also a tennis tournament in which Wallace Howe, Jr., of *The Atlantic Monthly*, won the match for singles. The doubles were won by E. Melville Price of Sweeney & Price, Boston, and Oliver Drummond of *Farm and Fireside*, New York.

H. H. Caswell, Springfield, Fred Webster, Holyoke, and Daniel E. Paris, Boston, were members of the committee on general management. A banquet which was held in the evening, was presided over by James D. Hooley of *Collier's*.

* * *

Milwaukee Industrial Advertisers Elect Officers

The Milwaukee Industrial Advertisers' Association has elected O. C. Dahlman, advertising manager of the Koehring Company, president. H. P. Sigwalt, advertising manager of the Milwaukee Corrugating Company, was elected vice-president and Delbert Kay, advertising manager of the Nordberg Manufacturing Company, secretary-treasurer.

Attendance at meetings throughout the whole year averaged approximately 90 per cent of the entire membership.

* * *

New England Advertising Clubs to Hold Convention

The Springfield, Mass., Publicity Club is now planning the program for the New England Advertising Clubs' convention, to be held in Springfield on October 12 and 13. The committee appointed to take charge of arrangements includes: Francis M. Waters, general chairman, Guy Peterson, N. E. Whittemore, Cy Nortons, M. A. Park, Marie Gagnon, William Lester, Lew Quinto, A. N. Vining, Charles Shean and D. R. Osborne.

* * *

Heads Toledo Bureau

Thomas A. De Vilbiss, president of the De Vilbiss Manufacturing Company, has been elected president of the Toledo, Ohio, Better Business Bureau. Homer E. Anderson, manager of the Lion Dry Goods Company, has been elected vice-president.

* * *

Dubuque Club Elections

Allan Graves, of the H. B. Glover Company, was elected president of the Dubuque, Iowa, Advertising Club, at its annual meeting last week. Raymond Hill, of the J. F. Stampfer Company, was chosen vice-president and A. Baumhover, secretary-treasurer.

Six-Point League Elects M. P. Linn

The Six-Point League of New York, an association of newspaper advertising representatives, held its annual meeting at the Advertising Club of New York, on June 4. M. P. Linn, of The S. C. Beckwith Special Agency, who has been secretary for the last three years, was elected president. He succeeds Joseph F. Finley, of Story, Brooks & Finley, Inc., who had been president for the last two years.

F. St. John Richards, Eastern manager of the St. Louis *Globe-Democrat*, was elected vice-president. W. D. Ward was re-elected treasurer.

and George A. Riley, of the American Press Association, was elected secretary. Mr. Finley was elected the League's representative on the Bureau of Advertising of the American Newspaper Publishers Association.

The following were elected members of the executive committee: John Budd, T. E. Conklin, J. F. Finley, H. G. Halsted, A. W. Howland, M. D. Hunton, George R. Katz, David Randall, F. P. Motz and John O'Mara.

During the year sixteen representatives joined the League which now has a total membership of eighty-six.

* * *

H. H. Maynard Elected President of Columbus Club

H. H. Maynard, professor of business organization, Ohio State University, has been elected president of the Advertising Club of Columbus. Other officers elected were: First vice-president, John T. Balkan, advertising manager of the Pure Oil Company; second vice-president, John Q. Doty, national advertising manager, Columbus *Citizen*; secretary, Robert A. Warfel, publicity manager, Columbus Chamber of Commerce, and treasurer, C. S. Anderson, advertising manager, Ohio National Bank.

* * *

Los Angeles Club Elects Officers

The Los Angeles Advertising Club has elected Irving R. Smith, president. Herman A. Nater was elected first vice-president; E. J. Lafon, second vice-president and J. G. Jeffrey, secretary-treasurer.

* * *

Henry F. Hager has been elected president of the Muncie, Ind., Advertising Club, succeeding H. McNaughton, who becomes a member of the board of directors. Robert H. Myers has been elected vice-president. Ira Wilson has been re-elected treasurer and Lawrence Smith secretary.

You Get
12 per cent more circulation

~~123,500~~
~~110,000~~
13,500

Than You Actually Pay For
at Present Advertising Rates in
The ATLANTIC MONTHLY

And at the same time, a total circulation of 123,500 which reaches that cross-section of the American public representing its greatest buying power — the substantial, financially able, well-to-do middle class.

Here is a Quality Group magazine with 24-karat quality distribution which has increased steadily and naturally from month to month and year to year solely through its appeal to those who form the backbone of every community.

While current rates are based on a rebate-backed guarantee of 110,000 net paid circulation, the excess of 13,500 places tangible premium value on every line of space.

The Atlantic's advertising section is a symposium of offerings, exemplar of the highest standards in manufacturing and merchandising. To be included in this market place is to place your commodity under a recognized hallmark of excellence—and in direct contact with 123,500 readers who have the means to buy what they want.

Shall we quote rates by mail or through personal representative?

The
ATLANTIC
MONTHLY

8 Arlington Street
Boston, Mass.

A Quality Group Magazine



Har
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Blue

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Amer
True
Boys
Smart
Secret
Macf
Asia
Bette
Elks
Succ
Pictu
Film

Vogu
Ladie
Good
Harp
Wom
Pictor
Delin
Desig
McCa
Holla
Mode
Wom
People

JUNE MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES(Exclusive of publishers' own
advertising)
Standard Size

	Pages	Lines
Harper's	85	19,256
World's Work	83	18,815
Review of Reviews	79	17,696
Atlantic Monthly	77	17,416
Scribner's	62	13,929
Century	29	6,656
Munsey's	23	5,236
Everybody's	22	5,065
St. Nicholas	22	5,040
Street & Smith Comb. ..	20	4,690
Wide World	18	4,205
Bookman	16	3,720
Blue Book	10	2,310

Flat Size

	Columns	Lines
American	316	45,188
Cosmopolitan	258	37,022
Red Book	210	30,035
Physical Culture	168	23,629
Photoplay	154	22,104
True Romances	122	17,570
True Story	111	16,011
Motion Picture Magazine	108	15,569
Sunset	107	15,355
American Boy	89	15,130
True Confessions	104	14,939
Boys' Life	86	14,695
Smart Set	96	13,808
Secrets	91	12,755
Macfadden Fiction-Lover's	84	12,125
Asia	81	11,664
Better Homes & Gardens	77	11,320
Elks Magazine	71	10,868
Success	72	10,433
Picture Play	48	6,864
Film Fun	32	4,707

WOMEN'S MAGAZINES

Columns Lines

Vogue (2 issues)	630	99,546
Ladies' Home Journal ..	499	84,966
Good Housekeeping	488	69,792
Harper's Bazar	348	58,527
Woman's Home Comp. ..	320	54,527
Pictorial Review	212	36,136
Delineator	199	33,908
Designer	186	31,657
McCall's	161	27,408
Hollands	136	25,774
Modern Priscilla	90	15,300
Woman's World	83	14,201
People's Home Journal..	70	12,050

Follow
the
Leaders

Westinghouse

General Electric
Increase their schedule from
12 to 24 Pages
because of the SERVICE
FORBES is rendering in
Marketing their Industrial
Products.

These two leaders will use their additional space in Forbes to market those of their industrial products in which the Executive Factor is involved. Not only do Westinghouse & General Electric recognize this phase of industrial marketing, but they have chosen Forbes to help overcome it.

Watch how they handle this situation in Forbes Magazine and in

Forbes Bulletin
Modern Machines and Methods to
Cut Costs
Reaching 5,000 Presidents

of the largest Industrial, Public Utility and Railroad organizations.

Industrial advertising running currently in Forbes Magazine is reproduced in the Bulletin without extra charge.

The same opportunity is open to all Industrial Advertisers who have an executive factor in their sales story. If you have it, you need Forbes.

Write for Additional Information

FORBES

Members of A. B. C.
WALTER DREY, Vice-President
120 Fifth Avenue, New York

Western Manager
H. S. IRVING
Peoples Gas Building, Chicago

Financial Advertising Mgr.
EDWIN V. DANNENBERG
120 Fifth Ave., New York

Industrial Advertising Mgr.
RAYMOND A. HOLME
120 Fifth Avenue, New York

New England Representative
Burlingame & Burns
Little Building, Boston

An Evidence of the Advertising Value of

Yachting

*"The Quality Magazine
of the Marine Field."*

The following is a partial list of well-known advertisers who are using space consistently in *Yachting*:

Forhans'
Valentine's Valspar
Elto Outboard Motor
Furness Bermuda Line
Cunard Line
Royal Mail Steam
Packet Co.
Westinghouse Electric
Mfg. Co.
Wamsutta Mills
Haffenreffer (Pickwick
Pale Ale)
G. Washington's Coffee
Haynes-Griffin Radio
Ovington's
Sterling Engines
Martini & Rossi Vermouth
Clicquot Club Ginger Ale
Barbasol
and many more.

*Send for rate card and
sample copy*

Yachting

*"Edited by Yachtsmen for
Yachtsmen"*

25 W. 43d St., N. Y. City

	Columns	Lines
Farmer's Wife	58	11,396
Fashionable Dress	55	9,450
Child Life	48	6,865
Needlecraft	39	6,652
People's Popular Monthly	33	6,436
Today's Housewife	30	5,168
Mother's-Home Life	28	4,931
Mess. of Sac. Heart (pg)	14	3,235

GENERAL AND CLASS

	Columns	Lines
Town & Country (2 is.)	524	88,065
House & Garden	510	80,660
Country Life	391	65,720
Vanity Fair	293	47,350
House Beautiful	268	42,492
Field & Stream	214	30,695
Popular Mechanics (pg)	127	28,448
System	182	26,109
Arts & Decoration	153	25,746
Nation's Business	165	24,297
Radio News	152	22,422
Pop. Science Monthly	154	22,053
Garden Mag. & Home Bldr.	126	19,520
Outdoor Recreation	133	19,061
The Rotarian	126	18,018
Outdoor Life	121	17,328
World Traveler	102	16,195
Normal Instructor	93	15,920
Scientific American	93	15,906
Theatre	87	13,772
Popular Radio (pg)	61	13,720
International Studio	84	12,054
National Sportsman	82	11,827
Radio	78	11,543
Business	76	10,840
Radio Broadcast (pg)	47	10,588
Science & Invention	69	10,212
Association Men	55	7,826
Extension Magazine	40	6,881
Forest & Stream	40	5,841
Radio Age	35	5,018

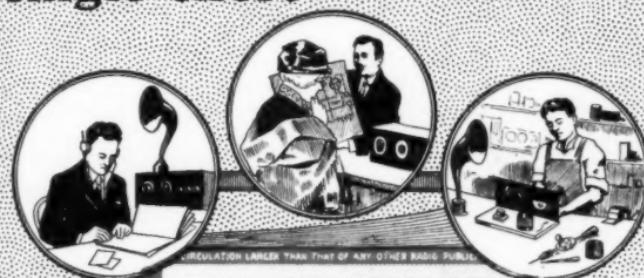
CANADIAN MAGAZINES

	Columns	Lines
Maclean's (2 May is.)	392	68,716
West. Home Mo. (May)	181	31,676
Canadian Home Journal	172	30,221
Rod & Gun in Canada	124	17,866

MAY WEEKLIES

May 1-7	Columns	Lines
Saturday Evening Post	502	85,371
Literary Digest	114	17,379
Forbes	93	14,266
American Weekly	40	11,083
Collier's	59	10,038
Christian Herald	39	6,724
Life	45	6,468
Outlook	40	5,769

Your advertisement in **Radio News** reaches the public, the dealer and the manufacturer—all in a single effort



CIRCULATION LARGER THAN THAT OF ANY OTHER RADIO PUBLICATION



Experimenter Publishing Co., Inc., 53 Park Place, N. Y.

Publishers of *Radio News*, *Science and Invention*, *The Experimenter*,
Motor Camper & Tourist

Western Represent. FINUCAN & MCCLURE 720 Cass Street, Chicago, Illinois
Kansas City Represent. GEORGE F. DILLON Republic Bldg., Kansas City, Mo.
Pacific Coast Represent. A. J. NORRIS HILL CO. Hearst Building, San Francisco
New England Represent. T. F. MAGRANE Park Sq. Bldg., Boston, Mass.

	Columns	Lines		Columns	Lines
Radio Digest	22	4,322	Radio Digest	20	3,766
Argosy-All-Story (pg)	13	3,037	Christian Herald	15	2,657
American Legion Weekly	19	2,820	American Legion Weekly	12	1,841
The Nation	19	2,730	Churchman	10	1,447
Churchman	17	2,471	Argosy-All-Story (pg)	4	1,036
Youth's Companion	12	2,144			
New Republic	4	588			
May 8-14	Columns	Lines	Totals for May	Columns	Lines
Saturday Evening Post	570	96,913	Saturday Evening Post	2571	437,072
Literary Digest	100	15,279	Literary Digest	534	81,199
Collier's	71	12,204	Collier's	323	55,030
American Weekly	26	7,328	American Weekly	151	41,457
Outlook	41	5,991	Forbes	197	30,080
Life	38	5,478	Outlook	159	22,743
Radio Digest (pg)	20	3,880	Christian Herald	130	22,243
Christian Herald	20	3,536	Life	151	21,621
Youth's Companion	16	2,870	Radio Digest	102	19,316
American Legion Weekly	17	2,538	American Legion Weekly	85	12,257
Argosy-All-Story (pg)	11	2,466	Youth's Companion	59	10,050
Churchman	16	2,353	Churchman	68	9,559
The Nation	16	2,257	The Nation	66	9,291
New Republic	10	1,543	Argosy-All-Story (pg)	38	8,724
			New Republic	31	4,630
May 15-21	Columns	Lines	RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS	Columns	Lines
Saturday Evening Post	570	97,006	1. Vogue (2 issues)	603	99,546
Literary Digest	135	20,552	2. Town & Cntry (2 is.)	524	88,065
Forbes	104	15,814	3. Ladies' Home Journal	499	84,966
Collier's	72	12,364	4. House & Garden	510	80,660
American Weekly	26	7,588	5. Good Housekeeping	488	69,792
Life	38	5,505	6. Maclean's (2 May is.)	392	68,716
Outlook	32	4,646	7. Country Life	391	65,720
Christian Herald	25	4,327	8. Harper's Bazar	348	58,527
Radio Digest	22	4,186	9. Woman's Home Com.	320	54,527
The Nation	21	2,992	10. Vanity Fair	293	47,350
American Legion Weekly	19	2,824	11. American	316	45,188
Youth's Companion	13	2,326	12. House Beautiful	268	42,492
Churchman	13	1,850	13. Cosmopolitan	258	37,022
New Republic	9	1,323	14. Pictorial Review	212	36,136
Argosy-All-Story (pg)	4	1,078	15. Delineator	199	33,908
May 22-28	Columns	Lines	16. West. Home Mo. (May)	181	31,676
Saturday Evening Post	510	86,770	17. Designer	186	31,657
Literary Digest	113	17,281	18. Field & Stream	214	30,695
Collier's	80	13,662	19. Canadian Home Jour.	172	30,221
American Weekly	36	9,907	20. Red Book	210	30,035
Outlook	44	6,337	21. Pop. Mechanics (pg)	127	28,448
Christian Herald	29	4,999	22. McCall's	161	27,408
Life	29	4,170	23. System	182	26,109
Radio Digest	16	3,162	24. Hollands	136	25,774
Youth's Companion	15	2,710	25. Arts & Decoration	153	25,746
American Legion Weekly	15	2,234			
Churchman	10	1,438			
The Nation	9	1,312			
New Republic	9	1,176			
Argosy-All-Story (pg)	4	1,107			
May 29-31	Columns	Lines			
Saturday Evening Post	417	71,012			
Literary Digest	70	10,708			
Collier's	39	6,762			
American Weekly	20	5,551			

F. J. Kivlen with Colt-Stewart

Frank J. Kivlen, formerly with the national advertising department of the New York *Evening Journal*, has been appointed advertising and sales promotion manager of the Colt-Stewart Company, New York, distributor of Maxwell and Chrysler cars.

SEE NEXT PAGE

*Showing Lineage of June
Woman's Magazines* →

THE DELINEATOR

20%
GAIN

THE DESIGNER

30%
GAIN

in ADVERTISING LINEAGE for
the June, 1925, Issue

THE DELINEATOR and THE DESIGNER
(*The Butterick Combination*)

BUTTERICK BUILDING
NEW YORK

FOUR-YEAR RECORD OF JUNE ADVERTISING

GENERAL MAGAZINES

	1925	1924	1923	1922	Totals
Maclean's (2 May issues) ..	68,716	59,780	50,828	46,887	226,211
American	45,188	47,860	47,586	39,165	179,799
Red Book	30,035	31,035	29,938	31,439	122,457
†Cosmopolitan	37,022	31,522	24,947	24,561	118,052
Physical Culture	23,629	24,818	26,107	29,339	103,893
Review of Reviews	17,696	22,823	25,286	24,206	90,011
Harper's	19,256	24,752	24,164	21,255	89,427
World's Work	18,815	21,728	23,007	22,914	86,464
Photoplay	22,104	22,022	20,878	19,330	84,334
Atlantic Monthly	17,416	21,469	22,802	21,178	82,865
Scribner's	13,929	20,540	19,628	18,368	72,465
American Boy	*15,130	20,915	17,600	18,200	71,845
Sunset	15,355	16,087	18,762	13,338	63,542
Motion Picture Magazine	15,569	15,315	15,227	14,940	61,051
Boys' Life	14,695	13,576	10,766	11,740	50,777
Century	6,656	10,136	14,924	12,562	44,278
Success	10,433	10,491	11,748	11,098	43,770
†Macfadden Fiction-Lover's	12,125	5,620	11,319	12,121	41,185
St. Nicholas	5,040	5,824	5,930	6,958	23,752
Everybody's	5,065	6,902	4,603	1,633	18,203
Munsey's	5,236	4,676	4,982	2,827	17,721

* New size.

419,110 437,891 431,042 404,059 1,692,102

† Hearst's International combined with Cosmopolitan.

† Formerly Metropolitan.

WOMEN'S MAGAZINES

Vogue (2 issues)	99,546	88,075	87,014	66,483	341,118
Ladies' Home Journal	84,966	85,706	81,320	72,229	324,221
Good Housekeeping	69,792	65,343	60,375	43,988	239,498
Harper's Bazaar	58,527	55,279	46,896	42,160	202,862
Woman's Home Companion	54,527	50,368	44,218	33,735	182,848
Pictorial Review	*36,136	50,344	47,503	33,420	167,403
McCall's	*27,408	*33,097	37,137	20,442	118,084
Delineator	33,908	28,053	30,121	21,292	113,374
†Designer & Woman's Mag.	31,657	24,340	22,980	17,434	96,411
Modern Priscilla	15,300	16,754	13,811	15,306	61,171
People's Home Journal	12,050	11,260	13,740	11,990	49,040
Woman's World	14,201	12,077	10,133	11,357	47,768
People's Popular Monthly	6,436	6,579	7,218	6,901	27,134
Needlecraft	6,652	8,458	5,576	5,790	26,476
Mother's Home Life	4,931	5,760	5,513	3,810	20,014

* New size.

† Two magazines combined.

CLASS MAGAZINES

Town & Country (2 issues)	88,065	74,141	77,720	65,525	305,451
House & Garden	80,660	77,110	67,744	49,204	274,718
Country Life	\$65,720	49,380	50,408	40,239	205,747
Vanity Fair	47,350	47,749	45,021	38,793	178,913
Field & Stream	30,695	33,993	38,147	31,482	134,317
Popular Mechanics	28,448	33,068	29,288	29,642	120,446
House Beautiful	\$42,492	28,894	27,304	19,992	118,682
System	26,109	31,568	29,587	27,087	114,351
Outdoor Recreation	19,061	25,777	29,054	23,548	97,440
Arts & Decoration	25,746	20,496	25,044	24,965	96,251
Popular Science Monthly	*22,053	*27,253	22,232	17,331	88,869
Nation's Business	24,297	22,875	18,253	11,899	77,324
Outdoor Life	17,328	18,878	18,237	17,509	71,952
National Sportsman	11,827	14,632	20,004	17,723	64,186
Science & Invention	10,212	17,975	14,659	19,015	61,861
Theatre	13,772	15,767	14,536	13,166	57,241
Scientific American	15,906	16,023	12,363	10,310	54,602
Forest & Stream	5,841	11,095	14,773	10,285	41,994

* New size.

† Changed to four column page.

WEEKLIES (5 May Issues)

Saturday Evening Post	437,072	405,179	\$311,702	\$236,129	1,390,087
Literary Digest	81,199	81,602	\$80,212	\$68,630	311,643
American Weekly	41,457	\$61,831	\$66,631	\$49,095	219,014
Collier's	55,030	40,645	\$20,474	\$17,516	133,665
Outlook	\$22,743	\$24,771	30,233	\$6,052	113,799
Life	\$21,621	25,367	23,004	\$17,080	87,072
Christian Herald	22,243	16,949	\$14,827	\$20,090	74,197
‡ 4 issues.	681,365	656,344	547,083	444,592	2,329,384

GRAND TOTALS

2,232,094 2,202,402 2,046,054 1,722,703 8,203,253



Orders and inquiries for merchandise amounting to several thousands of dollars were received by Photoplay's Shopping Service after the publication of this announcement in the May issue.

—just one more evidence of the unique buying responsiveness of the Photoplay audience and of Photoplay's warming influence on that audience.

Responsiveness comes first from your *Medium*

No matter how effective your advertisement, it can not gain its full power without responsiveness in your medium.

Even the best copy is hard put to it to pull results from an audience inert and apathetic. But let your audience be warm, interested and responsiveness and results follow readily on sound copy and effective illustration.

Photoplay's unique responsiveness—and low advertising rate—insure a rate for results among the lowest of all magazines.

PHOTOPLAY

Predominant with the 18 to 30 Age Group

JAMES R. QUIRK, Publisher

C. W. FULLER, Advertising Manager

221 West 57th St.
New York

750 N. Michigan Ave.
Chicago

127 Federal St.
Boston

The Little Schoolmaster's Classroom

SEVERAL days ago, the Schoolmaster spent an hour or two reading a collection of direct-mail literature sent to jobbers' salesmen which had been turned over to him by a wholesaler. Many years ago—so many that the Schoolmaster refuses to stop to number them—he assisted the sales manager of a jobbing house. In this capacity, he had a splendid opportunity to study the methods used by manufacturers to gain the ear of the wholesale salesman via the printed or type-written word.

Those were the days when the big black cigar ruled supreme. Naturally, the methods used by manufacturers to win the co-operation of the jobber's salesman followed the lead of the oversize stogie. The literature actually reeked with overdone friendliness.

Consequently, the Schoolmaster expected to see a considerable improvement in the type of literature used for this purpose today and he was not entirely disappointed. Advancement in this sort of promotion work has not been as marked, however, as it is in the literature which a manufacturer sends to his own salesmen. In the latter case, the ginger-up, pep-up, go-get-'em appeal has been quite generally dropped for saner plans of stimulation.

But the same cannot be said for literature which wholesale salesmen receive from manufacturers. It still is perceptibly scented with the odor of the familiar black cigar. There is too obvious an effort to get on a friendly basis; figuratively, to pump the salesman's hand energetically, pat him on the shoulder, and tell him what a fine chap he is. The men are called "boys." "Give this a thought, boys," is a sentence that is commonly encountered.

Manufacturers found that this artificiality got them nowhere so far as their own salesmen were

concerned. The Schoolmaster thinks it is time that more advertisers realized that this same attitude is equally unprofitable where wholesale salesmen are concerned.

* * *

A literary phenomenon of the last couple of years has been the popularity of books on etiquette. Month after month an etiquette book has turned up as one of the six best sellers among non-fiction publications. This may indicate many things, but quite obviously it shows that the reading public has begun to take a belated interest in the matter of social etiquette. Perhaps the public has always been interested but the interest was allowed to lie dormant until enterprising publishers began to flame it into activity.

Just at present, the Schoolmaster is concerned about the question only because of the opportunity it seems to afford advertisers in various lines to tie-up with this popular interest in etiquette. There isn't anything new about the idea of advertisers tying up with popular fads or striking news events. This tie-up is one of the commonest forms of advertising. In the case of the etiquette renaissance, however, the opportunity for a tie-up is so pertinent for manufacturers in certain lines that the Schoolmaster is glad to see that it is not being overlooked. The matter of etiquette figures prominently in the use of a number of articles such as confectionery, perfumery, flowers, jewelry, stationery, etc. Doubt as to when it is proper to give a person flowers or candy or jewelry has at times assailed nearly everyone.

The Schoolmaster has often commented on the etiquette of giving and how the manufacturers of gift merchandise could help their customers in conforming to good social usage. Some of the candy makers have made laudable attempts in this direction. The



Courtesy Colgate & Co.

THROUGHOUT both the editorial and advertising pages of the leading publications, you see photographs by Muray—advertising, fashion, society, theatrical—subjects of every type.

Muray Service includes much more than photography. Our connections enable us to secure both models and accessories suitable to the work at hand. Accurate estimates of cost and time can always be submitted in advance.

We would like to have you write or telephone today for samples and the full details of Muray Service.

Among the many leading advertisers who have added Muray photography to their sales forces are:

J. Walter Thompson Co., Inc.
Barton, Durstine & Osborn, Inc.
George Batten Co., Inc.
Frank Seaman, Inc.
The Blow Company, Inc.
E. N. Erickson Advertising Agency

Franklin Simon & Co.
James McCreery & Co.
R. H. Macy & Co., Inc.
Saks & Co.
Lord & Taylor
Henri Bendel, Inc.
Bergdorf & Goodman
Bruck-Weiss Millinery, Inc.
L. P. Hollander Co.
H. Jaekel & Sons, Inc.
Lucille Staff, Inc.

The MURAY STUDIOS
38 East 50th Street • New York City
Plaza 4907

Kindly address inquiries to Ben Pinchot

Sales Executive Available

I know a capable young man who is going to be available July 1 as Manager of a small sales organization or assistant in a large organization.

He is twenty-seven years old, is a University of Michigan man, and has had nearly five years' actual experience, both in the field and in an executive capacity. He has excellent judgment, and initiative; he has fine selling ability in the field and knows how to handle a sales organization. Above everything else he is a tireless worker.

He has gone as far as possible in his present connection. I am interested in seeing him well located.

It is more the opportunity than the salary at the start.

I will gladly put all interested parties in touch with him.

F. S. FENTON, Jr.
General Sales Manager
Copps Brothers & Zook
Nappanee, Indiana

PREMIUM LISTS AND CATALOGS

—Premium lists and catalogs are prepared by us to fill the particular requirements of our patrons. They retain their identity at all times; the premium leaflet or catalog and the coupon or voucher are theirs.

—Premium lists may take the form of an inexpensive leaflet or an elaborate book in colors. The customer decides.

—Premium lists are furnished at a very low charge, as illustrations are produced from our stock plates, of which we have hundreds, fitting every requirement.

—Sample lists and catalogs and booklets explaining our Service mailed on request. Please state nature of business.

THE PREMIUM SERVICE CO., Inc.
199 Franklin Street New York

PUNCHY CARTOON
DRAWN TO ORDER
ASK FOR PROOF SHEETS
OF OUR STOCK CUTS

BUSINESS CARTOON SERVICE
incorporated
108 South La Salle St., CHICAGO, ILL.

stationery manufacturers have done likewise. Now comes the Greeting Card Association with an advertising campaign based entirely on the idea of the etiquette of greeting cards. A book, "Social Secretary" is being offered for twenty-five cents in the advertising. The book was written by Anne Rittenhouse, an authority on social matters. The book aims to answer such questions as when to acknowledge a gift with a greeting card, when to send a card, when to write, etc.

The Greeting Card folks have hit on a good idea—one that is intimately connected with its business.

* * *

The Connecticut General Life Insurance Company has an interesting plan for breaking in cub salesmen that the Schoolmaster feels might well be brought to the attention of the Class.

The company sells not only life insurance, but also accident and health insurance. According to F. E. Barrett, advertising manager of the company, the latter types of insurance are easier to sell. Such insurance has a selfish appeal. Payments are made to the insured. It takes less imagination for him to picture himself in the situation of being left without an income than to picture his family in the same situation. Part of this is due to the basic fact that no man likes to think of his own death as being perhaps just around the corner.

Because accident insurance is easier to sell than life insurance, the company encourages its cub salesmen to specialize on accident policies during the first few months they are with the company. In this way they become used to selling, without suffering quite so many flat turn-towns as they would suffer if they sold life contracts alone. Also, each accident policy they sell means a prospect for life insurance.

Many a good salesman is ruined during his first few months because of the absolute discouragement he experiences.

"GIBBONS knows CANADA"

TORONTO

J. J. Gibbons Limited Advertising Agents
MONTREAL

WINNIPEG

A REDUCTION OF THE WINNING DESIGN IN THE
NEW YORK TIMES' TYPOGRAPHICAL CONTEST

FOR Intelligent, *Thoughtful* People~

The New York Times

"ALL THE NEWS THAT'S FIT TO PRINT"



STRICTLY a *newspaper*—without comics, without puzzles, without equal in completeness and quality of news. Its advertising columns are informative, clean, *trustworthy*. Read The New York Times—it's a liberal education.

<p>*DAILY, over 350,000</p>	<p><i>The New York Times</i> accepts no returns~ Newsmen can supply only the regular demand.* Order in advance.</p>	<p>*SUNDAY, over 600,000</p>
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WE take pleasure in reproducing the advertisement designed by Mr. John A. Scott, which won first prize in the recent New York Times' Typographical Contest. The layout and copy reached us after five one evening. At nine the following morning, we received Mr. Scott's telephone okay, involving only one minor change.

SCHMIDT & LEPIS

Typographers and Printers

213 WEST 40TH STREET, NEW YORK

PENNSYLVANIA 7210-7211

EVENING HERALD

**SUPREME
IN
FOODSTUFF
ADVERTISING!**

During 1924 The Los Angeles Evening Herald published 76,790 more lines of Foodstuff Advertising than any other Los Angeles newspaper, daily and Sunday included!

REPRESENTATIVES

G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago, Ill.
H. W. Moloney, 604 Times Bldg., New York
A. J. Norris Hill, 710 Heart Bldg., San Francisco, Calif.

American Lumberman

Est. 1873 CHICAGO, ILL. A.B.C.

COVERS

**The Entire
Lumber Industry.**

**BOOKBINDING
MAGAZINE**

Reaches 5000 Binderies
18W 34th ST. NEW YORK

ment brought about by no sales. Of course the true salesman often comes through this period of discouragement by sheer nerve and stick-to-itiveness. Some companies believe that the man who can't overcome his first discouragement isn't worth keeping. Others believe with the Connecticut General that too much discouragement often ruins a good salesman. These companies make a definite effort to ease the path of the cub by making his earlier work easy and to give him needed experience for the stiffer tests to come. The Connecticut General plan is doubly successful because it not only makes the path easier but builds prospects for the future.

* * *

The Schoolmaster's druggist has provided the material on which have been based more than one of the discourses the Class has listened to. The other day, he related a recent experience he had had with a dealer-help supplied by one of the best known of the safety razor manufacturers. The incident does not revolve around any thought of momentous importance but it is worth retelling because it shows how much trouble only a little carelessness may cause.

"I was considerably pleased with this 'help,'" the druggist said, "when it arrived. It was somewhat different from the usual run of counter display devices and I didn't have to be persuaded to give it space on my counter.

"In the centre of the display

CANADIAN ADVERTISING

**SMITH, DENNE & MOORE.
LIMITED**

TORONTO—92 Adelaide Street West

Ag
INK t
specti

Advertising agents' comments:—

A Truly Valuable Contribution to Advertising

MASON WARNER COMPANY

About ten copies of PRINTERS' INK and PRINTERS' INK MONTHLY come to the homes of men with the Mason Warner Company and to this office. It is interesting to note that those copies which go to home addresses usually are brought to the office with articles marked for the attention of other members of our staff, while those copies that come to the office disappear—goodness knows where, but most likely they are taken out of the office for the attention of advertisers by men handling the accounts.

One copy goes to our office manager, who is responsible for bringing articles relating to various advertisers to the attention of account executives handling similar advertising.

We consider PRINTERS' INK a truly valuable contribution to the advancing profession of advertising and we aim to examine every copy thoroughly. This close examination is not limited to the reading columns, but we are interested in the announcements of publishers, outdoor plant owners, engravers, lithographers and others who are offering advertising space in certain territories or any of the factors contributing to the preparation of advertising.

MASON WARNER COMPANY, INC.,
MASON WARNER,
President.

Routed Through to All Executives

CHURCHILL-HALL, INC.

It is impossible to imagine an advertising man's week being complete without the reading of PRINTERS' INK. We believe so thoroughly in the publication that we route it through to all executives in the organization.

We do not clip articles of interest because we obtain the bound volume, and we have many times been impressed with the remarkable service you give in so promptly advising in just what issue any article we may describe to you appeared in PRINTERS' INK. One day, I telephoned your office and described generally an article referring to an advertising campaign for a special product. Within two or three minutes I had the date of the issue in which this article appeared, although it was fully ten years old.

CHURCHILL-HALL, INC.,
H. B. LEQUATTE,
President.

Agents who prescribe for themselves select PRINTERS' INK to carry their sales-message to advertisers and prospective advertisers. More agency advertising appeared in the first three months of 1925 than in any corresponding period in the history of PRINTERS' INK.

Majority of Executives Receive Them at Their Homes

HONIG-COOPER COMPANY

The majority of our executives receive PRINTERS' INK and PRINTERS' INK MONTHLY at their homes. The regular copies received at the office are routed through the organization and when our Research Department finds an article that seems to have a special appeal to one of our customers they make a point of calling the article to our customer's attention.

We of course add to our library each quarter the bound file of the Weekly and every half year a bound file of the Monthly.

The index sheets which you issue from time to time covering various subjects have been of very great value to us.

HONIG-COOPER COMPANY,
VERNON R. CHURCHILL,
Vice-President.

Necessary Work Tools in this Organization

WORLD WIDE ADVERTISING CORPORATION

PRINTERS' INK and PRINTERS' INK MONTHLY are one of the very necessary working tools in this organization. The copy which comes to my personal desk is passed out for reading amongst four (4) of our account executives and before being kept in a permanent file, it is made accessible to the juniors in our office.

I have been a constant reader of PRINTERS' INK since 1896 and at that time I received a prize of a year's subscription for writing an advertisement for PRINTERS' INK in a contest in which a number of people participated.

I consider PRINTERS' INK in the nature of a friend, adviser and inspiration.

E. M. SCHOLZ,
President.

Each Issue Gone Over with Pencil and Shears

BRANDT ADVERTISING COMPANY

You edit PRINTERS' INK and PRINTERS' INK MONTHLY. We go over each issue in this office with pencil and shears and edit it again according to our own opinions.

E. S. BRANDT,
President.

**Wanted—
An Advertising Auditor**

A large national advertiser wishes to engage the services of an independent, thoroughly qualified marketing expert to conduct a survey of its entire campaign and to make an unbiased report with such recommendations, approval or disapproval, as may be found proper. We want someone who has had a fund of varied experience in all the details of marketing a proprietary article on a national basis, who is qualified to analyze the entire campaign and to point out in a constructive way the things which in his judgment should be changed. This is not an opportunity for an advertising agency to secure a new account, as no change in the present plan of placing the business is contemplated, and no advertising agency man should answer this advertisement either with the idea that a new account may be developed or a new position created. We are willing to pay adequately for the sort of audit which we wish to secure. We assume that two or three weeks' time should be sufficient to complete the survey. Address "O.," Box 191, Printers' Ink.

**Training for
the Business
of Advertising**

YOU must be trained in specific fundamentals to win success in advertising. Experience counts. This book explains how to get this all-important experience. No theories. Just plain facts written by a man who knows advertising. \$1.50 prepaid or C. O. D. George B. Woolson & Co. 116-B West 32nd Street, New York City.

was a mirror. This was a small affair, but it added to the attractiveness of the display as I always feel that a drug store cannot have too many mirrors. Unfortunately, someone forgot that unless a piece of glass is securely fastened to the device which holds it, an unexpected jar will start it off on a trip of destruction.

"Well, that's what happened to this display. The mirror was simply pasted to the easel supporting it. Someone slammed the door and then the fun began. The mirror slipped off the display device and fell to the top of the glass counter. It didn't stop there, but went right through and landed on top of two expensive perfume atomizers. So there I was with a broken showcase and two ruined atomizers—all because someone had neglected a little detail. Of course, I've written to the manufacturer and I'm sure I'll be repaid for the atomizers and for the cost of repairing the showcase, but who is going to estimate how many sales I've lost because the top of the showcase was boarded up for six days?"

The American Scrubbing Equipment Company, Hannibal, Mo., maker of the Finnell System of Electric Scrubbing, has changed its name to Finnell System, Inc.



House Organs

We are the producers of some of the oldest and most successful house organs in the country. Write for a copy of *THE WILLIAM FEATHER MAGAZINE*.

The William Feather Company
607 Caxton Building : Cleveland, Ohio

ADVERTISING ART

H. E. DIEVENKORN
276 W. 43rd St.
PENN. 9088

American Molasses Appointments

Charles W. Taussig, vice-president of The Nulomoline Company, New York, has, in addition, been appointed president of The American Molasses Company of New York. William Lohr, secretary of The Nulomoline Company has been made vice-president of The American Molasses Company.

N. W. Taussig has been appointed chairman of the board of The American Molasses Company. He will continue as president of The Nulomoline Company. The Nulomoline Company is a subsidiary of The American Molasses Company.

Joins Foster Bolt & Nut Company

James Gill has been appointed assistant sales manager of the Foster Bolt & Nut Manufacturing Company, Cleveland. For the last thirteen years he has been in the sales department of the Kirk-Latty Manufacturing Company and before that he was with the American Steel & Wire Company.

J. H. Strumberg Advanced by Chambers Agency

John H. Strumberg has been appointed business manager of the New York office of the Chambers Agency, Inc. He was formerly with the production department of the New Orleans office.

New Account for Lyddon & Hanford

The Brightwood Manufacturing Company, worsteds and dress goods, has placed its advertising account with the New York office of the Lyddon & Hanford Company, advertising agency. Magazines will be used.

LITHOGRAPHED LETTERHEADS For \$1.25 PER THOUSAND COMPLETE

THIS low price applies to lots of 50M lithographed in black ink on our white Paramount Bond, 20 lb. basis. A Beautiful, Strong, Snappy Sheet. We can supply 25M at \$1.50 per M; or 12,500 at \$1.75 per M. On Billheads, Statements and Noteheds, size 5 1/2 x 8 1/2, our prices are 85c. and 90c per M. ENVELOPES TO MATCH \$1.50 PER THOUSAND. Booklet of Engraved Headings on our Paramount Bond sent you on request.

GEORGE MORRISON CO.
422-430 East 53rd Street, New York City
TELEPHONES PLaza 1874-1875
Established 1898 Incorporated 1905

\$63,393 From One Letter

"Anything that can be sold can be sold by mail"
Back up your salesmen. Sell small, isolated towns without salesmen. With one letter a merchant sold \$63,393.00 in 10 days; a retailer sold \$32,896.20 in 30 days. Send 25c for a copy of POSTAGE Magazine and actual copies of these two letters. If you sell, you need POSTAGE. Tells how to write result getting letters, folders, booklets, house magazines. \$2 a year for 12 numbers full of useable cashable selling ideas. POSTAGE, 18 E. 18th St., New York City

If—

any independent advertising concern can put us in touch with an occasional printing job or an account, we will be glad to pay a regular commission. High-grade direct by-mail booklet and catalogue work only wanted. Our plant with complete facilities and service department is conveniently located near Penn Station. Address "R." Box 23, care of Printers' Ink.

LETTERING and DECORATION
344 W. 28th Street, New York
Ralph E. Deininger, Advertising Designer
LACKNA 4749

Cut Folding Costs 90% Baum Automatic Folder

"FASTEAST SELLING FOLDER IN AMERICA"

RUSSELL E. BAUM (Bch. Everywhere) 615 Chestnut St., Philadelphia

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New and Pre-Used

Printers' Complete Outfitters

Conner, Fendler & Co., New York City

PUBLISHERS' OPPORTUNITY

To obtain annual catalogue very reasonable. Only one in field. Highest reputation. Other interests compel sale. Write Box 511, Printers' Ink.

California Sales Organization want additional lines to handle on brokerage basis. State full particulars in first letter. Box 503, Printers' Ink.

Complete addressograph outfit, comprising newest addressograph, graphotype, both electric, metal filing cabinet with drawers for over 30,000 plates and about 12,000 plates used once. Practically new. Bargain. Box 506, Printers' Ink.

FOR SALE

Stock on hand and Copyrights of Mail Order Publishing Business, of extreme interest to Retail Merchants, especially those who have businesses in smaller communities. Also Film Rights of these Publications, which have unlimited possibilities for rental of Films to Chambers of Commerce, Rotary and Kiwanis Clubs and other Business Men's Organizations to campaign for "BUYING AT HOME" and keeping business in their towns. Can be sold separately or together. This proposition has great Economic value, and will bring tremendous returns upon the investment. Legitimate reason for selling. Address C. M. Lansing, Room 759, McCormick Bldg., Chicago, Ill.

HELP WANTED

ARTIST

Man or woman, good on black and white work also on lettering for advertising agency; steady position, good salary. Address Box 509, Printers' Ink.

COPY WRITER

Middle West 4 A agency looking for a man just coming into his powers in creative writing. He should know agency practice and its necessity for production and versatility. He will be in step with active owners who believe that advertising is written only to sell merchandise. Write fully as to specific accounts worked on, giving details and salary. All replies held confidential. Box 513, P. I.

WANTED—Copyreader and make-up editor for weekly business magazine. Must know type, making layouts and handling material for engraver. Combined newspaper and magazine experience preferable. Give age and full particulars in writing, and what salary expected. Box 516, Printers' Ink.

Salesmen Wanted: Salesman or woman acquainted with syndicate magazines to sell leading beauty shops exclusive distribution. Can use several giving each exclusive territory. Big commissions paid on receipt of order also interested in successful company as bonus. Powder Puff Magazine, South Bend, Ind.

ADVERTISING SALESMAN—to sell our direct-mail syndicated advertising service to business and professional men; splendid opportunity for right man; permanent future; if you are used to earning \$500 or more monthly on commission basis and desire to improve your position, we have the ammunition. The Service System, 442-444 Elizabeth Ave., Newark, N. J.

An Advertising Salesman, experienced and successful, will be selected by well-organized institution specializing in standardized sales promotion services. If you are an aggressive seller seeking permanent connection, write us particulars. **FREDERICK C. MATHEWS CO.**, P.O. Box 834, Detroit, Mich.

Wanted—By the publishers of several leading trade papers in the textile and allied industries, a high grade advertising solicitor. Knowledge of the women piece goods trade of value but not absolutely essential if applicant has had sufficient experience selling advertising space. Write, giving full particulars regarding previous experience, earning capacity, remuneration desired, etc. Box 505, Printers' Ink.

PHOTO-ENGRAVING SALESMAN

We want high-grade, experienced photo-engraving salesman to cover nearby out-of-town territory and to represent the finest photo-engraving plant in America. We have every facility necessary to please particular buyers of commercial photography, commercial art and printing plates for black and color. Must be capable of earning good salary plus expenses. Apply by letter to E. W. Hill. Give age, education, experience and salary. Send photo if possible. All applications strictly confidential.

JAHN & OLLIER ENGRAVING CO.
817 W. Washington Blvd.
Chicago, Ill.

COMPOSITOR on AGENCY ADS—Energetic and ambitious. Above average and now employed in an "Agency Ad Shop." Chance for foremanship. Must move to Philadelphia. Give age, experience, education, salary expected, single or married. Send samples of work if possible. Address Box 523, Printers' Ink.

Advertising-Display Salesmen

We manufacture Genuine Photographs for window and counter displays, also a complete line of direct-mail advertising and have a few choice territories open for high-grade salesmen, commission basis, exclusive territory. Address The Garraway Company, Rutherford, New Jersey, giving full particulars as to experience, references, etc., in first letter.

LIVE WIRES, where are you? Earn \$8,000 a year in comfort and be Independent. First-class Advertising Solicitors wanted for Philadelphia, Boston, Detroit, New Orleans and the leading Industrial Centers of the U. S. A. for one of England's best and world-known TRADE DIRECTORIES. London Representative here to negotiate. Give full particulars, age and experience in first letter to Box 521, Printers' Ink.

MISCELLANEOUS

Leaving for Miami, Fla., July fifteenth want advertising specialties to sell on way down. Address William Spangler, 207½ West 5 Avenue, Columbus, Ohio.

ARTIST

Advertising agency will rent space in light, centrally located office—reasonable. Knickerbocker Theatre Bldg., 116 West 39 St., Room 426. Call.

LOFTS TO LET

Art Color Building, 209 and 219 West 38th Street (near Seventh Avenue), 2,000, 4,000, 6,000 square feet newly divided spaces in up-to-date, 12-story, strictly fireproof building. Apply on premises or telephone Pennsylvania 1819.

POSITIONS WANTED

ARTIST—with Agency and Publishing House experience having thorough knowledge of lettering, layouts and illustrations wishes part or full time connection. Box 522, Printers' Ink.

Philadelphia

Only

seasoned adv. man 4 A's Agency exp. and adv. mgr. large natl. adv. 26, college graduate. Box 510, Printers' Ink.

Advertising Assistant. I'm 24, (male) with 3 years of advertising agency and printing experience. The position I seek is assistant to an executive in an agency or large ad. dept. I like hard work and have the ability to "fall into step" quickly and efficiently. Box 515, P. I.

CIRCULATION SALES MANAGER WITH A SUCCESSFUL RECORD

Age, 32; 10 years' experience. Now directing the subscription sales staff and circulation department of a group of nationally known textile-apparel trade publications. Wishes to make a change. Excellent business and personal references. Address inquiries to Box 507, P. I.

ARTIST for one-man art department of advertising agency. Layouts and finished work. Any subject for any purpose. Thoroughly experienced. Salary, \$100 weekly. Box 520, Printers' Ink.

IDEAS—Experienced Idea, Layout and Copy Man on Direct Mail material and methods is available to Printer, Manufacturer, Merchandiser or Agency who wants high ability on a contingent compensation basis. Box 514, P. I.

Canadian—29, 9 yrs.' experience with manufacturer, agency and newspapers; copy, research and contact; knows printing; seeks connection with agency or daily in States or Canada. Best of references. Box 512, Printers' Ink.

Advertising Directors: If a woman of 27, experienced in advertising research, mail promotion and news reporting, might fit into your organization, she will call on you. Please communicate with Box 504, Printers' Ink.

Sales Promotion Man

Experienced correspondent, Edit House Organ, Credits collections, claims adjustments, Traffic Office Executive. Thirty-five years old. Salary \$4000. Box 508, P. I.

EDITOR

Fully-seasoned, national magazine, trade paper and house-organ experience, seeks position as Chicago Office Manager, News Writer or Combination Editorial-Advertising Representative. Address Box 518, Printers' Ink, Chicago Office.

I OFFER—Knowledge of buying advertising of all kinds, keen judgment of markets, initiative, ability as speaker and writer, good personality and absolutely dependable, loyal service.

I SEEK—Connection where opportunity for increasing earnings, congenial, permanent. Now earning \$5,500. Available after two months. Prefer Pacific Coast. Address Box 519, Printers' Ink.

ADVERTISING MAN. Capable man with record, now Advertising Manager for business paper three years and with same organization five years, desires connection with manufacturer, publisher, or advertising agency affording the necessary foundation for still greater accomplishment. Can furnish full proof of executive ability and of practical working knowledge relative to details essential in advertising and publishing endeavors—campaigns, layouts, copy, cuts, type, make-up, commercial illustration, etc. Age 35, married, Christian. Successful in selling and willing to start as representative in N. Y. territory if opportunity is potential. Highest references. Box 517, P. I.

Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

PRINTERS' INK PUBLISHING COMPANY
183 Madison Avenue, New York

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Our Latest — *The Lucky Strike Spectacular Electric*
Atlantic City Boardwalk

Since our original creation a few years ago—that of the Du Pont Shooting Electric Sign on the Million Dollar Pier, Atlantic City—nothing has aroused as much interest as our latest masterpiece—the Lucky Strike Cigarette sign on the roof of the new Central Pier. This large display chains the attention of many millions of pedestrians on the Boardwalk—not only on account of the many colored electrical flashes in the direct lighting, but because of the unusual animation in the pictorial portion, obtained in the indirect lighting devices.

—ANOTHER PIER
LOCATION COM-
ING OPEN
SOON.

Just
starting
this summer
our second

THIRTY
YEARS IN BUSINESS

The R.C. Maxwell Co. Trenton N.J.

June 11, 1925

City of Chicago leads 31 states in auto registrations!

THE city of Chicago registered 332,400 automobiles last year—more than any one of the 31 states shown in black on the map below!



No other medium covers this rich market so completely as The Chicago Tribune. Testimony of Nash, Overland, Jordan, Reo, Hupmobile, Paige and others who have successfully sold this market with Tribune advertising proves that its limit has never been plumbed.

Automotive and accessory manufacturers,—ask a Tribune man to call and tell you the stories of proven successes in this territory and the possibilities for increasing your business through Tribune advertising.

The Chicago Tribune

100 THE WORLD'S GREATEST NEWSPAPER 11

Circulation Over 600,000 Weekdays and Over 1,000,000 Sundays